

6.5  
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The  
National

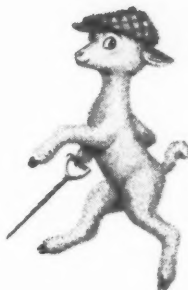
# Wool Grower

Volume XLVI OCTOBER 1956 Number 10



**WHAT'S AHEAD FOR WOOL?**

(See Center Spread)





The first Association meeting place in 1865 — City Hall, Syracuse, N. Y.

# WHY A WOOL GROWERS ASSOCIATION?

EVER wondered what went through the minds of the founders of this organization some 91 years ago in New York? Those men certainly had a definite purpose: "In order to secure for the business of wool growing equal encouragement and protection with other great industrial interests of our country, we do hereby organize a society to be known as the 'National Wool Growers Association'." That same purpose exists today, in 1956, as it did in 1865.

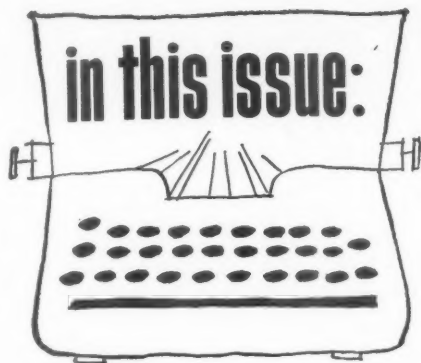
UNIFIED efforts of your State and National Wool Growers Associations serve to protect you. . . . These groups are your organized voice. . . . They speak loud for you in many fields of endeavor—and what they say carries the weight needed to bring accomplishments to your industry.

TIME proves the true test of an organization's worth. Your National Wool Growers Association has passed this test. And now, as always, it is in your best interest to give complete financial, active and moral support to your State and your . . .

## NATIONAL WOOL GROWERS ASSOCIATION



Operated by sheepmen for sheepmen



#### WASHINGTON, D. C., IN SEPTEMBER:

Your NWGA Executive Secretary, E. E. Marsh, spent a good portion of the month of September in the Nation's Capital. A complete report of the meetings he attended is found on page 7 in this issue.

#### LAMB-THE "PROBLEM MEAT":

Findings of the recently completed consumer research study on lamb are carried on page 12. You'll be interested in reading the many problems that face lamb producers and the prejudices that must be broken down.

#### PORTRAIT OF A PROFIT-MAKING OPERATION:

A large Wyoming sheep ranch has discovered a method of obtaining the maximum production from each sheep on the place. Read the Covey-Bagley-Dayton

story beginning on page 10 in this issue.

#### RESEED THOSE RANGES:

What type of grass is best adapted to your range? You can find the answer, and also gain an insight on how to improve your ranges, by reading the report on range grasses in this issue, page 26.

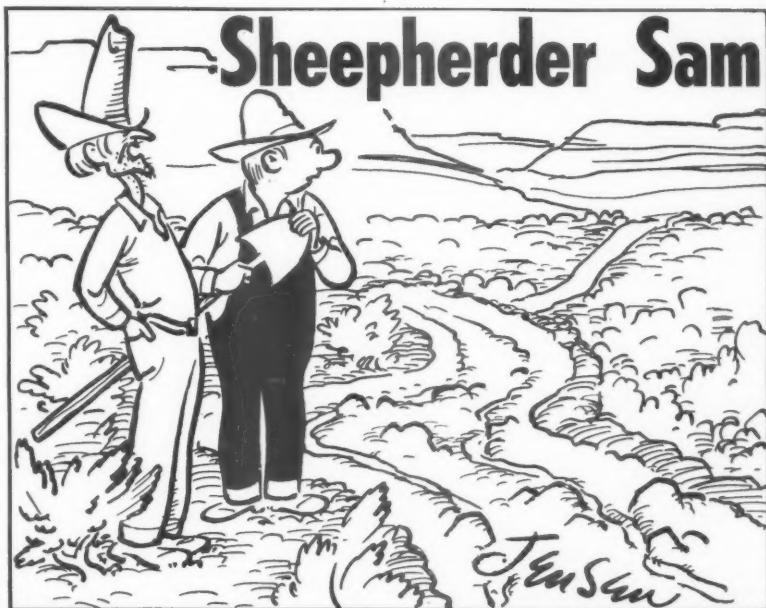
#### ASPC "PRESENTS":

The American Sheep Producers Council presented its work and plans for an all-out lamb and wool promotion and advertising program at an open session of its recent second annual delegate meeting in Denver. The presentation is reviewed on page 17. The reapportionment of delegates and directors on the basis of payments made and other revisions in ASPC by-laws are covered on page 16.

#### FULL-COLOR INSERT ON WOOL:

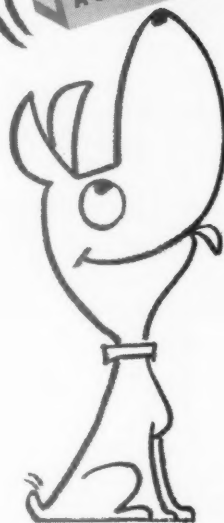
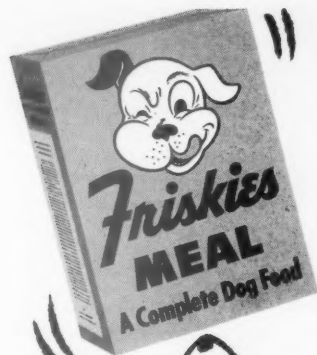
The Wool Bureau, Inc., furnished your NATIONAL WOOL GROWER with this month's center-spread feature on wool. We're sure you'll be interested in reading what the Wool Bureau is doing for you. Turn to page 21.

And don't forget to patronize the advertisers in this issue. Remember, income received from these advertisers goes to build a better National Wool Growers Association for YOU!



"Fall's coming. It's been three days since a lost tourist has asked if this was a shortcut to Las Vegas."

**DON'T GET LOST! FOLLOW THE SUPER HIGHWAYS TO LAS VEGAS, SCENE OF THE 1957 NWGA CONVENTION.**



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FRISKIES**

**DOGS NEED MEAT.** Friskies contains in convenient dehydrated form all the food value of finest steaks, chops, roasts. Friskies is rich in meat meal, bone meal and liver protein. It is a complete diet.

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**Keep your dog  
frisky with Friskies!**







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Same complete nourishment as Friskies Meal, in compressed, bite-size morsels. Nothing to add; not even water!



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### HAMPSHIRE

Registered yearling ewes  
Five-year-old ewes—400 head for sale  
Ram lambs for use this fall.

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Big rugged purebred yearling ewes  
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## MT. HAGGIN LIVESTOCK CO.

H. E. FURGESON, D.V.M., MGR.

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## MEAT BOARD DISPLAYS

Now that the fall fair and livestock show season is underway, the National Live Stock and Meat Board's educational meat exhibits are carrying the story of meat to thousands of city dwellers and farm people in all parts of the country. By the end of the season, a variety of exhibits—building the popularity of beef, pork, veal, lamb and lard—will have been displayed at some 50 shows.

Subjects being emphasized through the exhibits include outdoor meat cookery, better breakfasts, variety in meat, meat freezing and defrosting, and teenage nutrition.

## SWIFT'S NEW LAMB BUYER

Richard L. Winstead, former head lamb buyer for Swift and Company in Denver, has been recently named to assist R. B. Stiven, head of Swift's Lamb Department in Chicago. Winstead will supervise lamb buying operations.

## FHA LOANS REACH RECORD

An all-time record of \$308,492,000 in total loans made and insured in a single year was reached by the Farmers Home Administration in its fiscal 1956 operations, the U. S. Department of Agriculture recently announced.

The 1956 total was 5 percent greater than loans made in 1955 and 1954, and more than 34 percent higher than total loans made in 1953.

## McMILLEN LEADS RESEARCH

Wheeler McMillen, noted farm magazine editor (Farm Journal) and long-time proponent of research to find wider markets in industry for farm commodities, has accepted appointment as executive director of the bipartisan Commission on Increased Industrial Uses of Agricultural Products, it was recently announced.

The second meeting of this group, appointed by President Eisenhower un-

der provisions of the Agricultural Act of 1956, was held in Washington, D. C., in early September. Commission members heard a number of research proposals advanced by industrial groups and discussed foreign-market opportunities for American farm products with Gwynn Garnett, administrator of the USDA's Foreign Agricultural Service.

## GRAY JOINS "STOCKMAN"

Brett Gray, widely known former secretary of the Colorado Wool Growers Association and USDA employee, has joined the staff of the **Record Stockman** as field editor.

Brett will work on special assignments for this livestock paper, headquartered in Denver. His wide background in the sheep industry will help him in this new position.

## SURPLUSES TO ISRAEL

An agreement was entered into with Israel in September under which the U. S. will finance the sale of \$10.2 million worth of surplus farm products to that country. The commodities and the amount of each covered by the present agreement (under P. L. 480-1954) include about 2.8 million bushels of

wheat, 40,000 tons of feed grains, 4.4 million pounds of butter, 3.3 million pounds of cheese, and about 1.1 million pounds of indelible tallow.

## USDA TO PURCHASE BEEF

The Department of Agriculture has announced that it is prepared to initiate a program of limited purchases of three important farm commodities as a means of bolstering sagging prices.

Secretary Benson announced the Department will purchase up to 50 million pounds of boneless beef (hamburger style) to help the present situation facing U. S. cattle producers. Purchased meat will come from beef grading U. S. Commercial or U. S. Utility.

A purchase program for turkeys was also announced to help stabilize producer prices during the heavy marketing season of this year's crop, which is estimated at 16 percent above 1955 production and 13 percent above the record crop of 1954.

All commodities would be used in the school lunch program and in non-profit institutions. Purchases would be made with Section 32 funds. Section 32 of the Agricultural Adjustment Act provides that an amount equal to 30 percent of the gross receipts from all tariff duties may be used annually for such purposes. Under the Agricultural Act of 1956 this fund was supplemented by a special annual appropriation of \$500,000,000.

## CALIFORNIA REFERENDUM

California beef producers and dairymen failed to pass the beef promotion referendum held in that State. A 53.59 percent majority favoring the 10-cent-per-head deduction for promotion purposes fell short of the 65 percent needed to pass the proposal.

Collections were scheduled to be made at brand inspection time.

Cattlemen leaders favoring the bill pointed to a small vote, totaling scarcely over 10,000, as the reason for the defeat. Around 40,000 ballots were mailed out in the State.

## ANOTHER RATE INCREASE?

On September 19 it was reported that the eastern and western railroads would ask for a 15 percent increase in freight rates. This would be in addition to the 6 percent hike granted by the Interstate Commerce Commission last March.

The 15 percent increase would add around one billion dollars annually to shippers' costs, it is estimated. The 6 percent increase added about \$400 million in railroad revenue.

THE ALL NEW  
HOME on the RANGE



SHEEP  
CAMP  
TRAILER  
NOW  
AVAILABLE  
Come In  
or Write

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**EXPERIENCE**  
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of its protein and phosphorus  
specifically supplements deficient  
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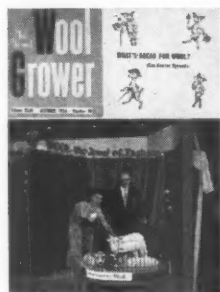
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nutrients at the lowest cost

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**NATIONAL COTTONSEED  
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## about our cover



WOOL — the  
Jewel of Fashion!  
And so colorful too.

Deep, rich,  
warm, cool, gentle,  
soft—these are a few of the  
adjectives which describe  
nature's living fiber — WOOL.

But don't you agree that this month's cover—reproduced in four colors—speaks louder the merits of woolen fabrics than pages of words?

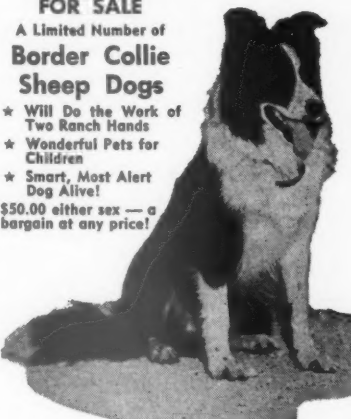
Max F. Schmitt, president of the Wool Bureau, and Lorraine Spinelli, its librarian, are pictured with the "best attention-getters" at the recent Sewing Fashion Festival in New York. A revolving mirror diamond and a blaze of glittering letters capped the latest fashions in wool fabrics of a dozen mills. The live lambs, which bleated constantly for their nearby mothers, were visited by more than 100,000 home sewers. These wool-informed visitors took home with them a station wagon load of promotional material and souvenirs.

Colorful plates for the cover are courtesy of the Wool Bureau.

**FOR SALE**  
A Limited Number of  
**Border Collie  
Sheep Dogs**

- ★ Will Do the Work of Two Ranch Hands
- ★ Wonderful Pets for Children
- ★ Smart, Most Alert Dog Alive!

\$50.00 either sex — a bargain at any price!



**PETERSON'S STOCK FARM**  
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City & State .....

Sex..... M.O. Enclosed.....

Send C.O.D. ....

# The National Wool Grower

OCTOBER, 1956

Volume XLVI - Number 10

EDITOR: IRENE YOUNG

ASSISTANT EDITOR: T. R. CAPENER

Official Publication of the National  
Wool Growers Association

414 CRANDALL BUILDING, SALT LAKE CITY 1, UTAH  
TELEPHONE EMpire 3-4483

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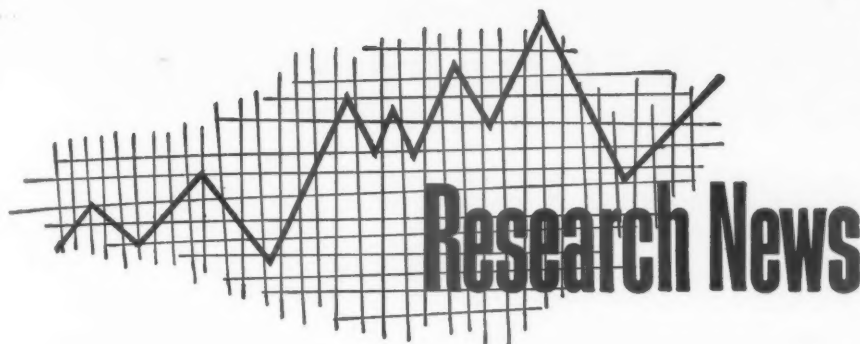
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Before you try "fancy" ways of preparing livestock feed, you'd better check twice, says University of Wisconsin animal nutritionist Gus Bohstedt. He points out that some involved feed practices don't justify their cost and may even decrease feed value.

For example, grinding grain to a "meal" or even "floury" condition does not increase palatability, digestibility or economy. But grinding to "medium fine" has value.

Vaccinate well before a disease outbreak occurs if you want to get the fullest amount of protection from a livestock disease bacterin. This advice is given in a new 24-page booklet, "Livestock Protection With Bacterins and Vaccines."

Bacterins, the booklet states, are suspensions of bacteria and the important by-products of their growth which have been treated chemically so that they can no longer cause disease.

Copies of this booklet may be obtained at no charge by writing the publishers, The American Scientific Laboratories, Inc., Box 232, Madison 1, Wisconsin. Ask for booklet 6111.

Weaning weights of purebred Rambouillet lambs are affected more by age, sex and type of birth than by any other factors, according to tests conducted by the University of Wyoming.

Tests conducted at the University showed that lambs weaned early were gaining almost half a pound a day. Those weaned later were gaining only a quarter of a pound a day. Research pointed out that sex difference (whether a ram or ewe) affects weight more and type of birth (whether single or twin) affects weight less as lambs grow older. Rams were 9 pounds heavier than ewes in the group weaned early. Rams were 15 pounds heavier in the group weaned later.

Age of dam had little influence on weaning weight but did influence total production. Production for two-year-old ewes was lower than that of ewes three-years-old or older, primarily because the younger ewes had fewer twin lambs.

To get the most benefit from a given supply of water for irrigation, it is better to apply the water sparingly over a large number of acres than to apply it heavily on a few acres, according to results of a study by the Oklahoma Experiment Station.

The heavily irrigated plots produced a higher yield per acre, but the most economical yield per inch of water came from the lightly irrigated plots. The experiments were made with grain sorghum and castor beans.

High quality corn silage is not only good feed for bred ewes, but it will help keep down the cost of winter feeding, according to Animal Husbandman Emmit Haynes of Iowa State College.

Haynes says best results are obtained by limiting the silage to 2 or 3 pounds per head daily, and by using legume hay for the rest of the roughage. If corn silage is fed without any hay, he recommends a half ounce of ground limestone per ewe and at least one-fourth pound of high-protein supplement daily.

The rampant spotted alfalfa aphid, which cost an estimated \$5 million in the Southwest in 1954 and \$13 million in California in 1955 is spreading.

This aphid has already cost \$12 million in Oklahoma this year. In southwestern Missouri a sweep of the net may catch 1,000 aphids. They're thick in New Mexico, Arizona, Utah and Kansas, central and north Texas, and California—are damaging in several other States west of the Mississippi, and recently showed up in Florida. Fortunately, lady beetles, other predators and insecticides are aiding in control.

The aphids suck juice, may inject poisons, causing leaves to yellow and drop. That cuts growth and generally interferes with both yield and quality of crop.

Radioactive materials have given new tools with which to work on animal diseases. Research people say that isotope tracers are opening new avenues of research, and that the next few years should bring exciting discoveries. Some of these discoveries may serve to focus attention more on prevention of

disease and preservation of animal health than on the treatment and control of disease, Assistant Secretary Ervin L. Peterson said in a recent address at Pennsylvania State College.

Consumers tend more and more to a demand for lean meat, and from a feed economy standpoint that's probably all right with the farmer who supplies the hogs and cattle.

Livestock specialists at Iowa State College have found that it takes 1,000 pounds of corn or feed equivalent to build a calf from 400 to 600 pounds. But for the growth from 900 to 1,100 pounds it takes the equivalent of 2,150 pounds of feed. A 75-pound pig can reach 150 pounds on 365 pounds of feed but to make the next 50 pounds of gain requires 435 pounds of feed. The larger or fatter the animal, the slower the rate of gain.

The scientists working at the C.S.I.R. O. Wool Textile Research Laboratories in Parkville, Melbourne, Australia, have discovered a method of freeing wool from burrs without damaging the wool. The commonly used process of carbonizing involves the use of hot acid which affects the wool, causing it to lose a certain amount of "handle." It has now been found possible to protect the wool from this damage by the addition of a small quantity of detergent to the dilute sulphuric acid. The wool fibers treated this way are smooth and soft and do not break readily.

## Plum Island Animal Disease Laboratory Dedicated

**A**N intensive fight against foreign diseases of livestock was launched with the dedication of the Plum Island Animal Disease Laboratory during the week of September 24-28.

During this dedication week, many people toured the laboratory on the Island. Secretary of Agriculture Benson spoke at the dedication ceremonies, and scientists from all across the country were present.

The laboratory is now closed to the public, and Plum Island—off the coast of Long Island, New York—has become a fortress for fundamental research on foot-and-mouth and other foreign infectious diseases that threaten our livestock and food supply.

The new laboratory on the Island was built at a cost of approximately 10 million dollars under Congressional legislation in 1948. Facilities on the Island will require employment of 500 people.

# 9 FAST BURLINGTON Livestock Express Trains

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... to speed the fall movement of livestock  
to Eastern Markets and Feed Lots

### MONTANA-WYOMING LIVESTOCK EXPRESS

(Mon., Tues., Wed., Thur., Fri.)

Lv. Laurel . . . . 11:00 pm  
Billings . . . . 11:59 pm  
Sheridan . . . . 4:30 am  
Gillette . . . . 9:45 am  
Ar. Lincoln . . . . 6:30 am

### WYOMING LIVESTOCK EXPRESS

(Fridays only)

Lv. Gillette . . . . 12:01 pm  
Moorcroft . . . . 2:00 pm  
Newcastle . . . . 5:15 pm  
Ar. Lincoln . . . . 11:45 am

### SAND HILLS LIVESTOCK EXPRESS

(Fri., Sat., Sun.)

Lv. Alliance . . . . 11:00 am  
Hyannis . . . . 1:20 pm  
Mullen . . . . 3:10 pm  
Seneca . . . . 3:30 pm  
Ar. Lincoln . . . . 3:30 am

### BELLE FOURCHE LIVESTOCK EXPRESS

(Fridays only)

Lv. Sheridan . . . . 5:30 pm  
Gillette . . . . 11:00 pm  
Edgemont . . . . 3:00 am  
Ar. Lincoln . . . . 7:30 pm

### POWDER RIVER LIVESTOCK EXPRESS

(Fridays only)

Lv. Bonneville . . . . 1:00 pm  
Powder River . . . . 3:20 pm  
Glenrock . . . . 7:00 pm  
Ar. Lincoln . . . . 6:00 pm

### MIDDLE LOUP LIVESTOCK EXPRESS

(Fri., Sat., Sun.)

Lv. Thedford . . . . 4:30 pm  
Dunning . . . . 5:45 pm  
Broken Bow . . . . 8:30 pm  
Ar. Lincoln . . . . 4:00 am

### NORTH PLATTE VALLEY LIVESTOCK EXPRESS

(Daily except Mon.)

Lv. Torrington . . . . 9:30 am  
Morrill . . . . 10:00 am  
Scottsbluff . . . . 11:00 am  
Ar. Lincoln . . . . 3:30 am

### BOX BUTTE LIVESTOCK EXPRESS

(Fridays only)

Lv. Alliance . . . . 10:00 pm  
Ar. Lincoln . . . . 10:00 am

### ROCKY MOUNTAIN LIVESTOCK EXPRESS

(Saturdays only)

Lv. Alliance . . . . 2:00 am  
Sterling . . . . 5:05 am  
Brush . . . . 6:40 am  
Ft. Morgan . . . . 9:00 am  
Ar. Denver . . . . 10:00 am

In addition to the special trains shown above, livestock will also be handled from the Big Horn Basin on freight train No. 78 daily leaving Greybull 4:00 pm, Worland 5:00 pm and Thermopolis 6:00 pm, for arrival Lincoln 3:30 am second day.

• These trains also pick up livestock at other points en route. Where there is sufficient unexpired time on the livestock, direct connections are made at Lincoln with trains for Omaha, Sioux City, St. Joseph, Kansas City, St. Louis, Peoria and Chicago, and for feed lot stations or for connecting lines at Council Bluffs. When

necessary to feed livestock to comply with the 28-36 hour law, schedules from Lincoln are arranged so there will be no long lay-over.

Insurance on livestock destined to markets on the Burlington Railroad may be purchased from Burlington agents.

For details concerning this special livestock service, consult your nearest Burlington representative or

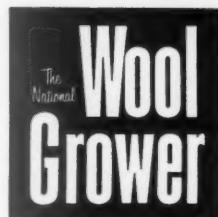
RAY C. BURKE, General Live Stock Agent • Omaha, Nebraska

**CHICAGO, BURLINGTON & QUINCY RAILROAD**



The National Wool Grower

# Meetings Call Industry Leaders To Nation's Capital in September



by EDWIN E. MARSH

Executive Secretary, National Wool  
Growers Association

SEVERAL meetings brought some of our State and National Association officers together in the Nation's Capital in early September.

## Incentive Level Meeting

The main meeting was the one called by the U. S. Department of Agriculture to discuss the wool incentive price for the 1957 marketing year. Section 703 of the National Wool Act provides that the Secretary shall consult with producer representatives before setting the incentive level.

Wool producer representatives from all of the important wool growing areas of the nation were invited to this meeting. Among those invited from the National Wool Growers Association and affiliated State associations, the following were in attendance: J. H. Breckenridge, President, National Wool Growers Association; Andrew D. Little, Idaho; Everett E. Shuey, Montana; J. B. McCord, Texas; George K. Hislop, Washington; Leonard Hay, Wyoming; and G. N. Winder, President, American Sheep Producers Council, Inc. Others in attendance from our group included Angus McIntosh, Vice President, National Wool Growers Association; Ernest Williams, Texas; and the writer.

President Breckenridge presented a joint statement in behalf of a number of producer representatives who concurred with us in requesting that the incentive level be set at the maximum permitted under the National Wool Act, namely, 110 percent of parity, which at present is 67.5 cents. This request is in line with the motion adopted by our Executive Committee in July.

Although the opinion expressed at the meeting was not quite unanimous for the 67.5 cent level, most of those testifying felt it was justifiable in view of rising production costs and in order to effectively carry out the purpose of the National Wool Act to increase wool production. Department of Agriculture officials, of course, made no comments as to where they felt the incentive level should be set.

## Meeting with Carpet Wool Institute Representatives

The day prior to the incentive level meeting, September 4th, a small conference with representatives of the Carpet Wool Institute was held in Washington at which producer representatives attending the incentive level meeting were invited to sit in. The carpet wool people for several years have been trying to get the tariff modified to permit wider entry of wools free of duty if used for carpet purposes. Legislation defeated just prior to adjournment will come up again when Congress reconvenes. In its present form the legislation would permit wools not finer than 46's (with 10 percent of a shipment permitted to be not finer than 48's) to come in duty free if used for carpet purposes. At present this provision is limited to wools not finer than 40's.

No commitments were made at the meeting since our carpet wool committee would first have to meet and make a recommendation and then bring it before our convention. The conference was for the sole purpose of uncovering more information as to the possible effects of this legislation on the domestic wool industry. The conference closed with the following questions still unanswered and the carpet wool people have agreed to endeavor to get the answers for us: 1. Can any of the coarser domestic wools be used in carpets and if not, why not? 2. If the duty-free entry of wools for carpet purposes were increased to wools not finer than 46's, how much more wool would be available for carpet purposes? 3. What method of sampling would be

## INCENTIVE PAYMENT LEVEL ANNOUNCED

As we go to press (October 1) the incentive level on shorn wool for the 1957 marketing year has been announced. It again will be 62 cents per pound, the same as the 1955 and 1956 incentive levels. This is 101 percent of September 15, 1956 parity. Mohair support price will again be 70 cents per pound.

used by Customs to determine fineness of wool in a shipment? Are we using the most modern methods of sampling? 4. If the proposed legislation were passed, what safeguards would be made so that wools not finer than 46's would not be diverted to other end uses? 5. Will the collection of tariff duties be reduced by this legislation, and if so, by approximately what amount?

## Lamb Grading Meeting

A small meeting of representatives of various segments of the industry interested in Government grading of lamb was held in Washington on September 6th, following the incentive level meeting. This was a follow-up of the meeting held in Denver last spring at which recommendations for changes in lamb grading standards were submitted to the Department of Agriculture. Since the Department did not feel they could accept these recommendations, we asked them to present a proposal. They did so at the meeting. It was the feeling of our people who attended the meeting that the proposal is an improvement over present grading standards and they therefore felt the meeting was worthwhile. The other segments represented at the meeting were to take these recommendations back to their people and if they are agreeable, the proposed new standards will probably be published in the Federal Register to give everyone interested a chance to register their approval or disapproval.

Briefly, the more important changes proposed are as follows: 1. Relative importance of factors used in evaluating quality of carcasses is more clearly worded. 2. In the choice grade, a superior development of conformation can compensate for some deficiencies in other carcass qualities. 3. Requirements have been changed and in a number of instances relaxed slightly for feathering, overflow fat, fat streaking in the inside flank muscles, firmness of flanks, and firmness of external fat.

The proposed changes would in some cases prevent a lamb from being downgraded because of minor deficiencies now keeping it out of a certain grade and would generally result in a little widening of choice and prime grades.

## CCC Stockpile

As of this date (September 21) there are approximately 90,103,000 pounds of wool left in the stockpile. All of the pulled wool in the inventory has now been sold and the remaining stockpile is all shorn grease wool. Negotiations now under way look promising for bartering 25 to 30 million pounds of grease wool from the stockpile to Turkey in exchange for chrome ore. The exchange has already been approved by the Office of Defense Mobilization. Senator Barrett (Wyoming) who has been working on this proposition for a long time has also been working for approximately two years to get the Defense Department to take some of these stockpile wools for manufacture into blankets and other items. He is now making further effort to get Defense to take at least 25 million pounds of grease wool from the stockpile. If these two propositions go through and with the continuation of the present monthly CCC disposal program, it is possible that the stockpile could be entirely liquidated early next year before heavy movement of the 1957 clip commences.

## Wool Futures Investigation

The Senate Agriculture Committee is still at work on the investigation of the grease wool and wool top futures markets. The staff member of the committee handling this preliminary investigation advised me when I was in Washington that at this point the study is not sufficiently developed to determine whether a full-scale investigation should be recommended to the committee.

## Labeling Legislation

Conferences are soon to be held on the latest draft of legislation to require labeling of all textile fiber products. The latest bill fully protects the Wool Products Labeling Act. Mr. Sam G. Spal, on the legal staff of the House Interstate and Foreign Commerce Committee handling this legislation, has assured me that they will respect our insistence that the Wool Products Labeling Act be left intact. However, we can expect and will have to watch further attempts to repeal it if hearings are held early next year.

## O'Mahoney Hearings

Senator O'Mahoney's Anti-Trust and Monopoly Subcommittee has been holding hearings in Washington, D. C. this summer on marketing practices of the packing industry and chain stores, in an effort to determine if there is a foundation for charges of monopoly, collusion, control of markets, etc. The committee is now considering moving the hearings to several central loca-

tions in the West, probably during October. Several of our State Associations advise they will have witnesses to testify before this committee if the hearings move west.

# WOOL INCENTIVE

## Joint Producer Statement Regarding 1957 Incentive Price Level for Shorn Wool

TO: The Honorable Ezra Taft Benson  
Secretary of Agriculture

**I**N the United States where most agricultural products are in surplus, wool is today in dangerously deficient supply. President Eisenhower recognized this in 1954, when he asked Congress to set up a method for giving growers an incentive to increase production.

In spite of the fact that wool is of great strategic importance to us we are today producing less than one-third of our normal peacetime requirements and our production is dwindling each year. To make up this shortage we are forced to import foreign wool thousands of miles over shipping lanes which would be hard to maintain during a time of national emergency.

No one was more aware of the need for emergency action of a special nature to fit the peculiar problems of the domestic wool industry than the Department of Agriculture as shown in their statements to the Congress when they sponsored the National Wool Act of 1954.

The Department realized that then-existing support programs and parity formulas did not fit the labor and other cost problems of sheep production, and testified that it would be necessary to provide a realistic dollars-and-cents incentive sufficiently high to obtain this needed increase in production.

Section 702 of the National Wool Act clearly states the adoption of that policy by the Congress in order to encourage the domestic production of shorn wool in the United States to the annual figure of 300 million pounds as a measure of national security and to protect the general economic welfare of the Nation.

Wool production in the United States has dropped over 40 percent since the beginning of World War II. Congress designed incentive payments as the method to halt the decline, and in turn, to stimulate a sharp increase in production.

## Decline Not Halted

In spite of the 62-cent incentive price

level which has been in effect during the 1955 and 1956 clip years, the decline in domestic production has not been halted, and rising costs and competition from foreign imports are continuing to force sheepmen out of the industry.

We want to express our continued—and, in fact, renewed—confidence in the provisions of the National Wool Act of 1954 after its first two years of operation. The administration of the Act has, we feel, clearly demonstrated that if the maximum incentive provided by Congress in the Act were applied, the downward trend in production can be reversed.

Congress, in accepting the Department's recommendations for an incentive level price on wool, gave them four years in which to accomplish the purpose of the Act. We therefore feel it is incumbent upon the Department to use the greatest incentive level provided in the Act to accomplish an increase in production within the two remaining years for which the program is authorized.

Those persons working on this program within the Department have done a most excellent job and there is no question that the incentive payments received thus far have been of material relief to American growers forced to market their wool in competition with foreign wools. While this has been most encouraging to growers it has not yet created sufficient incentive to bring about the desired increase of production.

In fact, the Department records show that the number of sheep shorn in the United States in 1956, had decreased by 202,000 head under 1955. Shorn wool production for the 1955 marketing year showed a decrease of 3 million pounds from 1954, with preliminary estimates indicating another decrease for 1956.

Since the National Wool Act was passed in lieu of adequate tariff protection, we maintain that the incentive price should be at a level which will accomplish the purpose of the Act.

## Growers Need Time

If the 1957 production figures are to show any increase, the incentive level should be announced by the Department in the immediate future in order to give growers and their bankers time to plan and finance their operation, to save or obtain the needed ewe lambs, and to solve numerous other problems including labor.

It is obvious from the Department's own figures on increased labor and production costs that to accomplish an increase in wool production, the incentive price level for 1957 must be sub-

(Continued on page 36.)

FOLLOW THE STEPS OUTLINED IN THIS  
REPORT IN ORDER TO GET YOUR COMPLETE

# Incentive Payments on All Lamb Sales

by F. W. ImMASCHE  
Deputy Director, Livestock and Dairy  
Division, Commodity Stabilization  
Service, USDA

**H**ERE'S a description of the papers a producer who sells his lambs should receive from the buyer to use in applying for lamb payment under the wool payment program.

All the producer needs in support of his application is the sales document showing the weight of unshorn lambs sold. In the case of country transactions, this sales document is normally issued by the buyer direct to the seller while in the case of purchases through a marketing agency, the document would be the account of sale normally issued by the marketing agency to the producer. In either case the sales document must show:

1. Name and address of seller.
2. Date of sale.
3. Number of head of "unshorn lambs." Under the program the term "unshorn lambs" means lambs that have never been shorn any time.
4. Live weight of the unshorn lambs.
5. Name and address of the purchaser or marketing agency issuing the sales document. If the name and address do not appear in the printed bill-head, it must be written on the document.
6. Handwritten signature by or on behalf of the person or firm issuing the sales document. Generally this will be the signature of the person who buys the lambs but if the lambs are sold through a marketing agency, it will be that of an employee of the marketing agency issuing the sales document.

The showing on the document that the lambs have never been shorn may be handled by having a column on the sales document form marked "Unshorn lambs" and show the head count or live weight in that column or if the forms are not printed that way, the term "Unshorn lambs" may be written in the description column on the line for the particular transaction.

With regard to the papers required for the buyer or some other later owner to obtain a payment on his sale of the lambs as unshorn lambs or yearlings, the later owner must have a sales document showing his sale of the lambs for use in support of his application the

same as described above for the original producer. The sale will be listed in Section C of the application (CCC Wool Form-56) and the sales document attached in support of the application. In addition the later owner must report in Section B of the application the date, number of head, and live weight of the unshorn lambs purchased which were included in the sale.

The County ASC office will use this information to adjust his payment downward by the amount of payment due on the weight of the lambs as purchased and thereby eliminate duplication in payments on the same lamb with changes in ownership. A copy of the sales document covering the purchases listed in Section B is not required with the application but the producer must have a record of the purchases for review and verification by the ASC Committee should any question arise. A copy of the sales document issued in connection with the purchase of lambs would provide such record.

In case the new owner shears the lambs and sells the wool, the reporting of the purchase of unshorn lambs whose wool was included in the shorn wool sold will be the same as described above for reporting purchases of unshorn lambs when he sells the lambs without shearing them. The sale of the shorn wool will be listed in Section E of the application (CCC Wool Form-55) and the wool sales document attached in support of the application. The purchases of unshorn lambs whose wool was included in the sale of shorn wool will be reported in Section B of the application showing the date, number of head and live weight of the unshorn lambs purchased. As described above, the County ASC Office will use this information to adjust the shorn wool payment downward by the amount of payment due on the weight of the lambs as purchased and thereby eliminate duplication in the payments.

Under this arrangement each producer will deal only with his County ASC Committee and he must have either for attaching to his application as required or for making available to the ASC Committee for review and verification, complete documents for all sales of shorn wool and unshorn lambs

and all purchases of unshorn lambs. It therefore is not necessary for the ASC Committee of the County in which feeder or rancher B is located to contact the ASC Committee of the County in which original producer A is located. As a matter of fact, considering the extent that lambs are commingled and sorted, it would be difficult in many instances to relate the purchases of unshorn lambs by a feeder or rancher and the sales by the original producer.

With regard to losses of unshorn lambs between the time of their purchase and their later sale as unshorn lambs or their shearing, the number of head and live weight of unshorn lambs purchased reported in Section B of the application is to be adjusted by the applicant to represent only the number of head and live weight related to his sales of shorn wool or unshorn lambs as the case may be. For example, if rancher B purchased 100 head of unshorn lambs weighing 7,000 pounds (average weight per head of 70 pounds) and 10 head were lost before shearing, he would report in his application for an incentive payment on shorn wool the purchase of 90 head of unshorn lambs with a weight of 6,300 pounds (90 times the average of 70 pounds). In this way the adjustment downward in his payment is made on the basis of the lambs held to the time of sale or shearing.

While the adjustment downward in rancher B's payment would thus be for 6,300 pounds of unshorn lambs purchased, original producer A's unshorn lamb payment would still be on the basis of the 7,000 pounds he sold. The sales document A would have to submit in support of his application would show that weight and there would be no way of producer A knowing what happened to the lambs after he sold them. Under the plan of reporting purchases and sales, the original producer will always be entitled to the payment on the wool or unshorn lambs that he produces and sells. Likewise, the feeder or rancher who buys replacement lambs will get the payment on the shorn wool or unshorn lambs that he sells less the amount of payment due on any lambs purchased unshorn which were included in his sale of unshorn lambs or whose wool was included in his sale of shorn wool.



Eugene Bagley (left) and A. A. Covey look over length and density of fleece on ewe during their annual sorting operation. Cutting chute is being used for inspections in the background.

***This Wyoming sheep ranch found production figures, obtained by using the scales led them toward . . . .***

## THE PATH TO PROFITS

**A**RE you continually asking yourself: "How am I expected to make ends meet with operation costs so high and income figures so low?"

A large Cokeville, Wyoming operation aims at answering this question by reaching maximum quality production from each sheep on the ranch. This is the Covey-Bagley-Dayton ranch where more than 24,000 sheep feed the year around on over a quarter million acres of Wyoming land.

Success of this operation doesn't come from its size. On the contrary, founder Almon A. Covey claims "the smaller operator can improve his herd even faster."

The secret to the vastly increased wool and lamb production on this ranch in the past years has come through carefully recorded statistics. Covey emphasized that the true worth of rams and ewes can be found in the figures. These statistics lead to needed culling and improved breeding.

As Covey told the NATIONAL WOOL GROWER when we visited his ranch recently, "The scales just don't lie, nor do they guess." And the scales on this Wyoming ranch get a good workout.

A few years ago, fleece weights averaged only 8 or 9 pounds, and lambs 70 to 80 pounds. Tony Fellhauer, livestock specialist at the University of Wyoming was called in. Fellhauer picked about 4,000 head of Covey-Bagley-Dayton's yearlings for replacement ewes—just as a trial. That spring, during shearing, the partners weighed the fleeces of both replacements and culls. The selects sheared about two pounds heavier.

The next year, the partners asked Fellhauer to cull their entire herd while they learned the "touch" system of culling

for themselves. In explaining this simple system, Covey said: "You finger the wool on the back to determine length, density and to some extent quality. At the same time, you look for size, smoothness and type of body and notice whether the wool 'runs out' at the breech, or other parts of the fleece." He said that with a little practice, a good operator can cull 800 to 1,200 head per hour.

Fellhauer went through the entire 24,000 head and marked about 5 percent of the very top ewes. These selects were sheared separately and their fleece weights recorded to confirm the touch sorting and to give the partners a starting standard.

After further sorting, the ewe flock was cut down to about 1,000 head. Half of them were put into a stud to be crossed with blackface Hampshire rams and the remainder with good whitefaced rams.

"We put our best rams on those top ewes, and right there our production began to climb," Covey told us. "It was the real beginning of our herd improvement."

This program has been followed very faithfully ever since. Rib samples of wool are still taken from ewes and rams and sent to the University of Wyoming or the Dubois (Idaho) Experiment Station for scouring. This is done to the rams as lambs and as yearlings. As yearlings, the type of rams used for flock breeding will shear from 10½ to 13 pounds of scoured wool.

"Ram wool sampling prevents us from using any bucks with short staple. Our rams must not produce short-stapled fleeces," Covey exclaimed. Eighteen of the flock's leading rams have sheared an average of 21 pounds of wool, with one reaching as high as 30 pounds.

Ram production is very important in the Covey-Bagley-Dayton operation. Not only do they raise needed breeds (both white and blackfaces) for their own use, but they have also become recognized as breeders of some of the finest rams to enter sales rings in the western United States. Their rams continually bring top prices at these sales.

"If we see any rams that will improve our breeding, we buy them," the partners told us. Sales records bear this out. They have paid up to \$2,000 for a Rambouillet ram and in 1953 purchased a pen of five Suffolk rams at \$800 each at the National Ram Sale.

While looking over their sale rams on a section of range near the Idaho border, Covey told us that they find their own rams usually prove more satisfactory to them than any they have purchased. The reason: "We run our bucks right out on the range almost the year around. Even our sale bucks stay on the range nearly until sale time. This keeps them in good working condition, and they can follow the flock when breeding begins. Some rams we've purchased can't meet these standards," Covey explained.

The scales are used on the stud rams too. "Our studs average from 235 to 250 pounds in range condition," we learned. Studs have weighed as high as 315 pounds.

With their operation, Covey-Bagley-Dayton use rams from two to three years, no longer.

Lamb weights have increased greatly too, as a result of these annual production improvements. May lambs are trucked off the forest near September 15. About 85 percent of them will sell as fatts weighing from 95 to 101 pounds. The rest of the lambs sell as feeders weighing about 75 pounds.

Selective breeding, constant culling and range improvements have led to these heavier lambs. "Good herding has helped a lot too," Covey said. "A herder can make five pounds difference." This outfit keeps its herders for years, and they know how to herd sheep the right way.

With a constant eye toward any improvement methods, this ranch has come a long way since its founding back in the homestead days. Almon Covey began by trailing in a band of small, wrinkly Merinos from Utah. Later, he teamed up with his two aggressive young partners, John Dayton and Eugene Bagley.

Covey-Bagley-Dayton aren't specialists in sheep alone.



One of Covey-Bagley-Dayton's many top selling pens of rams is pictured above. These Rambouillet-Lincoln crossbreds topped 1952 National Ram Sale.

Within the past few years they have branched out into the purebred cattle business. During the selling season, they will take some top-notch Hereford bulls into a few of the West's leading sales.

Today, this large operation raises its own feed on thousands of acres of irrigated and dry land. The sheep winter range near Rock Springs, Wyoming.

At ranch headquarters in Cokeville, a large quonset building serves as the garage for the varied and plentiful equipment needed to operate the ranch. The tractors and semi-trailers used to haul feed and livestock are stored here in the winter to keep them from freezing up.

The largest percentage of income on this ranch comes from the sale of lambs and old ewes. These "old biddies" normally average above 150 pounds when they are sold. The sale of wool comes next, then rams, and finally their new cattle operation.

Profit figures will, of course, vary from year to year. But one thing stands out in this time-tested operation and that is—"the scales just don't lie, nor do they guess." Therein lies the path to profits and success.



John Dayton, A. A. Covey and Eugene Bagley (left to right) look over National Wool Show fleeces during National Ram Sale.



Noontime break during National Ram Sale gives partners time to talk things over. They are seen at many of the West's leading ram sales.

## Lamb Considered "Problem Meat"—But Joint Planning Can Bring Public Favor

LAMB might be considered a "problem meat" as far as its sale to consumers is concerned, but a coordinated program of promotion and advertising, and the cooperation of sheep growers, can put lamb back on the market as one of the popular red meats.

That was the conclusion drawn from a research study on lamb by the Institute for Motivational Research. The institute's findings were revealed at the second annual meeting of the American Sheep Producers Council in Denver on September 10.

Dr. Irving Gilman of the Institute, in addressing the delegates and directors of the ASPC, said the study, which included interviews with 276 persons throughout the country, was divided into consumer reaction to lamb and the comments of packers, retail dealers and growers.

He said that one of the most significant points made in the study of the consumers' reactions to lamb is the lack of knowledge about lamb cuts and how to prepare them. Many of the housewives interviewed said they were familiar with lamb chops and leg of lamb, but beyond that they had little idea of what to ask for nor how to prepare it. Some admitted they had never eaten lamb.

### Lesser Known Cuts

This lack of knowledge about lamb was one of the major stumbling blocks to the sale of lamb, and supported the ASPC's plan of promotion, which is directed toward the sale of lesser known cuts. Cooking demonstrations by the council's consumer service department and lamb recipe booklets and folders already have proved popular with consumers and spurred lamb sales in many of the promotion areas.

The consumer study also revealed that some consumers feel guilty about eating lamb because they associate it with a gentle, innocent pet. This attitude can be overcome by making lamb a symbol of strength and vitality to appeal to men as well as women. To some persons, lamb carries with it the concept of a delicate, feminine food, according to the research findings.

Creating new markets for lamb by appealing to all classes of society was

another finding of the study. Unlike other red meats, lamb has no middle ground—it is either considered a luxury, as in the case of lamb chops, or it is meat associated with poverty and the poor class, as is sometimes the case with stew meat. One Brooklyn housewife said: "Lamb is either too dear or too cheap."

### No "Medium Prices"

Many of those interviewed said the cheaper cuts of lamb are so cheap that they tend to give a feeling of "bad times," debt and slums. Very few housewives pictured lamb as having such a thing as a "medium priced cut."

The social levels mentally attached to foods vary according to the economic conditions. Fatty foods, which are eaten in depression days out of necessity, become undesirable and a reminder of lean times when economic conditions are better. This bears out the present tendency of the consumer to want meat lean, and as free as possible of waste fat and bone.

Results of the study also show that an effort must be made through education to get lamb out of the young and old category. Many persons associate lamb with either the very young or the very old, merely because of its nutritional value and ease of digestion. This tends to put lamb in the category of a "health food." Foods in such category, to be eaten because they "are good for you," generally are rejected in adulthood.

An effort is being made, in line with the research study, to minimize the nationality reference to lamb. Those nationality factors which make lamb a good seller on the coasts, are the very things which hinder its sale in the Midwest.

Many of those in the Midwest identify lamb with a variety of foreign cultures which often were found wanting in economic and social status.

### World War II Vets

Another segment of the consumer trade which should be given consideration in promotion efforts, according to the study, are overseas veterans of World War II who had to eat a meat that

was supposed to be lamb, but which actually was not.

One of the interesting findings revealed in depth interviews is the extent to which meat is depended upon as the mainstay of the meal. At the same time, the research study showed that lamb still is the "outsider" in the family of day-to-day meats.

Forty-one percent of regular lamb users regard it as a meat that is "good for a change." Thirty-four percent indicated regular use of lamb for young children and for those on a diet. Thirty-nine percent regard lamb as a "special" treat. Among all those interviewed who use lamb, 66 percent regard it as a seasonal meat with the best quality available in the spring.

For the sheep producer, the Institute recommended that lamb be bred and fed so that the finished product in the retail store is more to the consumer's liking. It suggested that if possible the undesirable elements of some lamb be eliminated, such as greasiness and fattiness.

### Heavy Carcass Effect

One meat packer attributed some of the excess fattiness in lamb to the grower's desire to place a heavy carcass on the market. In the end, he said, this practice defeats the very goal of attempting to increase lamb consumption. He also suggested that growers and feeders discontinue the practice of forced feeding; that they leave lambs in the feed-lots longer—instead of 90 days on heavy feed, give them 120 days.

Another packer said: "The more weight they have on their lambs, some growers feel the more price per carcass, but in the long run they lose because the desirability for lamb goes down each time one of those rangy things is sold and a dissatisfied customer is made."

An executive of a national meat chain in New York said the ideal lamb carcass, as far as his stores are concerned, would be from 40 to 45 pounds. In contrast, he pointed out, they often receive lamb carcasses weighing from 53 to 55 pounds, which he termed "wasteful."

A New York packer said: "Producers don't seem to be able to or want to

regulate supplies at all. Lamb supply isn't steady the way beef is and for that reason, it is harder to buy."

### Retail Butcher Education

Just as the consumer is generally unfamiliar with lamb and its variety of cuts, the study also revealed that there is considerable work to be done in educating the retail butcher on how to cut and merchandise lamb. The institute suggested that considerable thought be given to the possibility of more pre-

cutting of lamb at the packer level to assure a wide variety of lamb cuts in large lamb outlets.

Although there are many problems connected with the growing, processing, merchandising, and promotion of lamb, the Institute said that the various phases of advertising and promotion, coupled with the sheep producers' desire to cooperate by better management and marketing of lamb, will produce a much larger and more prominent lamb market within a relatively short space of time.

## Sound Advice from the Meat Board

# ON A DIET? BE SURE YOU GET ENOUGH PROTEINS

"YOU must guard against excess weight!" How many times that statement has been made! No one questions the desirability of following such instruction but there is a right and wrong way to do it.

Miss Rita Campbell, nutrition director of the National Livestock and Meat Board, in a recent release, calls particular attention to the danger of liver damage and protein malnutrition which could result from recently highly publicized low-protein diets—especially when the diets are followed without correct medical supervision.

The Meat Board has probably done more than any other single group to advance meat research. It has provided grants-in-aid for more than 100 nutrition research projects at leading colleges, universities and medical centers during the past three decades. Much of the work has been in the field of protein research. So Miss Campbell knows what she is talking about.

The low-protein diets featured in some recent magazine articles, Miss Campbell cautions, are at or near the protein level of areas of the world, such as Indonesia, Yugoslavia, India, Africa and Central America, where malnutrition is prevalent. She points out that in many countries where protein malnutrition exists, there is a high incidence of cirrhosis of the liver and hepatoma (tumor of the liver). These ailments are directly related to the low consumption of high-protein foods, Miss Campbell asserts, such as meat, dairy products and poultry.

### Superior Health

"By contrast," she says, "the superior health of the people in the United States

is due in large part to our ready access and wide use of high-protein foods."

Miss Campbell notes that in Indonesia, where Kwashiorkor—a form of protein malnutrition—is widespread, the protein intake averages 43 grams per person daily, and points out that this is actually more than the amount of protein allowed in one of the protein diets which has been publicized recently in this country.

Besides being responsible for the high incidence of liver ailments, protein malnutrition among the poorly fed people of Indonesia is also a major factor in the high mortality of children; is considered a background for 25 to 30 percent of all deaths in that country; and also affects the incidence of total and partial blindness, according to Miss Campbell.

Dr. Vincent P. Dole, New York City, who devised and supervised the use of low-protein diets among patients at the hospital of the Rockefeller Institute, has also warned of the hazards of these diets.

### Continuous Supervision

In a letter published in the Journal of the American Medical Association, Dr. Dole commented that magazine

articles on the subject failed to give sufficient warning of the need for continuous medical supervision. He stated that the amount of protein provided in both of the low-protein diets used at the Rockefeller Institute "is near the minimum for a healthy adult and any further reduction carries a risk of serious liver damage."

He noted that while the low-protein diets caused temporary weight loss, "the majority of the patients quit the diet after leaving the hospital and returned to their starting weight." He said that some magazine stories had given the misleading impression that the low-protein diets not only take off weight, but also keep it off.

Eugene Stevenson, acting secretary of the American Medical Association's Council on Foods and Nutrition, also pointed out in a recent statement that the low-protein diets are "highly experimental and were used under rigidly controlled conditions in a hospital." He said the diets are seriously deficient in essential elements of nutrition, particularly protein.

### Satisfying Diets

"Extensive weight reducing studies conducted at Cornell University, University of Chicago, and the University of Nebraska indicate that the safest, most satisfying diets are those built around high protein foods," according to Miss Campbell. "These foods protect the reducer's health as well as satisfying his appetite and maintaining his strength during the period of weight losing. Adequate amounts of meat, dairy and poultry products in a reducing diet keep the dieter from feeling hungry. This helps avoid the feeling of depression and discouragement that plagues many people who unsuccessfully try starvation-type diets."

The high-protein reducing diet—which can remove an average of 2½ pounds of excess weight per week—gives the person a sense of well-being and helps him overcome the tendency to cheat on his diet by sneaking in extra portions of high calorie foods when the hunger pangs set in.

"The inclusion of high protein foods in the diet will prevent those hunger pangs from setting in," Miss Campbell said.

She said the most satisfactory reducing diet is one which can be continued with minor adaptations for an indefinite period.

"The recommended diet would contain a liberal amount of protein. The fat content would be moderate and the chief dietary reduction would be in the carbohydrate or starchy and sweet foods," she stated.

### AUGUST 15, 1956

Parity	Average Price
Wool 61.6c	41.3c (1)
Lamb \$23.90	\$18.90 (2)
(1) 67 percent of parity	
(2) 79 percent of parity	



## REPORT: September Wool Market

# Many Factors Point To Stronger Prices

September 25, 1956

IS the domestic wool market going into an era of higher prices? Many signs indicate a trend in that direction.

First, the U. S. Department of Agriculture, as "rumored" in this report last month, on August 31 asked for offers "for the exchange of \$15,000,000 worth of wool—grease basis, ex-warehouse Boston—for Turkish metallurgical grade chrome ore meeting National Stockpile specifications."

Invitations were sent to all firms known to the department to be interested in participating in the proposed barter transaction.

It is estimated that about 25 million pounds of wool, grease basis, will be removed from the stockpile if this trade goes through.

Second, while the purchase of another 25 or 30 million pounds, grease basis, by the Defense Department for blankets and other military needs has not yet materialized, this is still a bullish factor. Third, prices paid at all Dominion auctions, which opened slightly above the last series' closing values, have continued to advance. Fourth, the Suez Canal trouble is a threat to normal deliveries of wool supplies to England and the Continent. Fifth, domestic supplies are light. Sixth, apparel wool use is rising.

Even the eastern trade papers admit that these factors could well mean higher prices for domestic wools.

The stocks of apparel wool in all hands in the United States were estimated at 103 million clean pounds by the Wool Associates of the New York Cotton Exchange on September 1. This is said to be the lowest post-war level for the time of year.

Wools held in bond were not included in the total figure but the CCC stockpile was. On September 1 this stockpile amounted to 94½ million pounds of greasy wool or about 43 million clean pounds. Taking the stockpile wools out of the total would leave only 60 million pounds of clean wool in the hands of manufacturers and dealers at the beginning of September. This according to the Wool Bureau is less than a 2½ months' supply of wool based on the consumption rate during the January-July period.

There was a 9 percent gain over the corresponding 1955 period for all mills in apparel consumption during the first seven months of 1956. According to the Wool Bureau that gain reflected a 4 percent gain in the woolen system and a 15 percent gain in the worsted system. The gain in total fiber consumption is approximately equal to that of raw wool, and the fiber mix has remained about the same as last year. Man-made fibers continue at 11 percent of the total fibers consumed in the industry. Raw wool, representing 56 percent of the total, and wool, other than shorn and pulled representing 26 percent of the total, give a combined share for wool of 82 percent.

Altogether the wool textile industry has fared better so far this year, the Wool Bureau states, than either cotton or the man-made fibers, and indications for the remainder of this year suggest that the favorable trend of the wool business will be held. In contrast, a number of weavers of synthetic textiles took the drastic step of closing down their mills for the first week in September in order to cut inventory and to strengthen the price structure. This is the second time this year synthetic weavers have attempted to cut stocks.

The usual seasonal decline in wool

textile production at this time of year is, of course, expected, but preliminary new orders for part of the third quarter suggest a pick-up in the wool textile business, especially in women's wear fabrics which have not been as active as men's wear fabrics earlier in the year. This gives a favorable outlook for the rest of 1956 as compared to 1955.

The advance in prices of Dominion auctions has exceeded expectations. How much of this advance is due to the threat of the blockade of the Suez Canal is a question, of course, that everyone is asking. Many in the trade are of the opinion that the Suez Canal situation is giving foreign wool prices a false base.

In any event, auction prices on September 19 were said to be up 30 cents above those of a year ago. Prices of duty paid, Australia medium and fine wools on the Boston market at that time were from 33 to 42 cents higher than domestic prices.

The Daily News Record of September 20 quoted these prices on wools sold at Melbourne and Newcastle, Australia, the day before as follows: (The prices are on a clean basis, landed in Boston, with duty of 25½ cents per pound paid.)

Type	Melbourne	Newcastle
64-70s warp.....	\$1.93	\$1.96
64s warp and half warp.....	1.84	1.85
60-64s warp and half warp.....	1.79	1.79
64s good to average length.....	1.82	1.83
58-60s crossbred combing.....	1.64	
50-56s crossbred combing.....	1.39	

The domestic trade is naturally quite disturbed about the present situation, particularly about the two proposals by which the CCC stockpile could be reduced substantially. In an early September issue of the Daily News Record trade sources were said to be wondering "what the Government is thinking about . . ." as "action of this sort would force U. S. buyers into the foreign markets where they would have to pay substantially higher prices for their raw material." The resulting increase in domestic fabrics and wearing apparel could, they say, operate to increase foreign imports.

While no suggestion was made in the statement that increases in domestic prices might result, one can not help but wonder if that is not the big objection. The prediction has been made by some in the trade that if the two proposals go through domestic prices may rise 10 cents a pound by the beginning of the year. Could that be the very objectionable in view of the big gap between domestic and world wool prices?

Domestic prices are in fact now rising. That there is not greater activity, particularly in the Boston market, is

## BULLETIN - OCTOBER 1

Word received as we go to press is that the President has ordered an increase in the ad valorem tariff on wool fabrics from 20 or 25 percent to 45 percent on imports in excess of 3.5 million pounds during the last three months of 1956. Quota for 1957 will be established later, and while preliminary information does not give details, increase will probably go into effect when imports in any year climb above 5 percent of average domestic production for the preceding three years. The National Wool Growers Association testified last spring urging such an increase. (See NATIONAL WOOL GROWER, May, 1956, pages 10 and 11). Further details will be given in the November issue.

attributed to the fact that all available wool supplies are concentrated in the hands of a few and they are not willing to sell at prices lower than the current situation warrants.

Some of the leading cloth manufacturers are already planning price advances of 10 to 17½ cents a yard on worsted fabrics for men's wear that will retail next spring.

#### CALIFORNIA:

In Sacramento Valley 16,000 fleeces, lamb's wool, were reported sold recently at 42½ cents to 45½ cents.

#### IDAHO:

Principal interest in Idaho during September was centered on the wool sale at the Magic Valley Wool Warehouse in Twin Falls, under the management of J. M. Coon Wool Company. Out of 600,000 pounds offered, sales of approximately 340,000 pounds were made. Fine wools sold from 37½ cents to as high as 57 cents. Half-blood wools brought from 39½ cents to 44 cents; three-eighths wools from 43 to 47¼ cents; quarter bloods from 41¾ to 48 cents, and low quarter bloods from 42 to 48½ cents.

Clean prices on these wools were as follows: fine, \$1.30 to \$1.35 for good French and combing; half blood, \$1.25; three-eighths, \$1.14 to \$1.15 and quarter blood \$1.05 to \$1.095.

#### NEW MEXICO:

A very choice 60,000-pound lot of wool was said to have sold at Artesia, New Mexico, in mid-September at a \$1.45 clean, landed Boston.

#### OREGON:

Probably more than one-half million pounds of wools of all grades were sold the early part of September in the Portland area. Toward the end of September it was believed there wasn't over half a million pounds to be sold there. One of the handlers controlled 250,000 pounds and the rest of the wool was divided among the other five Portland dealers. Good French and combing fine wool sold at \$1.30 to \$1.35; half blood at \$1.25; three-eighths blood at \$1.14 to \$1.15 and quarter blood, \$1.05 to \$1.095.

#### SOUTH DAKOTA:

The sale of 11,831 pounds of wool in northwest South Dakota was reported early in September at 45 cents a pound. Another sale in that area was noted the following week. It included 52,000 pounds selling in a price range of 45 to 53 cents. Over 18,000 pounds sold at the 53-cent figure.

Little wool is left in South Dakota except in the Hafner Warehouse at Newell and the cooperative marketing group in the eastern part of the State.

Late in the month about the only wool reported moving in South Dakota was that shorn from lambs going into feed lots. These lambs, it is said, originate all over the West and the wool varies considerably. Prices paid by buyers range all the way from 32 to 43 cents a pound.

#### TEXAS:

On September 18 slightly less than 400,000 pounds of 1956 fall wool was sold in a sealed bid sale at Del Rio. Prices were reported from 46 cents to "better than 54 cents."

Interest in 12-months' wools increased during September. Several sales were made but prices were not revealed. A Commercial Bulletin report on September 22 said that Boston dealers were asking \$1.50 clean for Texas 12-months, which is the peak for the season on such wools. Late in September it was believed that not more

than one million pounds of 12-months' wool remained unsold in Texas.

#### WASHINGTON:

In central Washington 21,000 pounds of mixed wool was reported sold during the month at 46 cents.

#### MINNESOTA:

Over half of the two million pounds of wool offered September 26 in a sealed bid sale at Minneapolis were sold in a price range of 42 to 61½ cents. The Minnesota Wool Growers Association, the National Wool Marketing affiliate which held the sale, considered the prices on a clean basis to be on the high side of the current quoted market. Practically all of the graded wool moved and most of the wool withdrawn was made up of original bag clips of mixed grades. Twenty-three buyers were present, with topmakers purchasing a big percentage of the wool sold.

### DOMESTIC WOOL QUOTATIONS ON THE OPEN MARKET AT BOSTON NOT INCLUDING C.C.C. SALES PRICES Week Ending September 21, 1956

	CLEAN BASIS			GREASE EQUIVALENTS BASED UPON					
	PRICES		%	ARBITRARY SHRINKAGE PERCENTAGES (3)					
			%						
GRADED TERRITORY WOOLS (1)									
Fine:									
*Gd. Fr. Combing & Staple...	\$1.35—1.40	56	\$	.59—	.62	59	\$	.55—	.57 64 \$ .49— .50
*Ave. & Gd. Fr. Combing.....	1.27—1.32	55		.57—	.59	60		.51—	.53 65 .44— .46
*Sh. Fr. Comb. & Clothing...	1.15—1.20	56		.51—	.53	61		.45—	.47 66 .39— .41
One-half Blood:									
Gd. Fr. Combing & Staple...	1.25—1.28	51		.61—	.63	54		.58—	.59 57 .54— .55
*Av. to Gd. Fr. Combing.....	1.10—1.15	52		.53—	.55	55		.50—	.52 58 .46— .48
Three-eighths Blood:									
Gd. Fr. Combing & Staple...	1.15—1.20	48		.60—	.62	51		.56—	.59 54 .53— .55
*Ave. French Combing.....	1.05—1.10	49		.54—	.56	52		.50—	.53 55 .47— .50
One-Quarter Blood:									
Gd. Fr. Combing & Staple...	1.05—1.10	46		.57—	.59	48		.55—	.57 50 .53— .55
Ave. French Combing.....	1.00—1.05	47		.53—	.56	49		.51—	.54 51 .49— .52
Low Quarter Blood.....	1.00—1.05	41		.59—	.62	43		.57—	.60 45 .54— .58
*Common & Braid.....	.98—1.03	40		.59—	.62	42		.57—	.60 44 .55— .58
ORIGINAL BAG TERRITORY WOOLS (1)									
Fine:									
*Gd. Fr. Combing & Staple...	1.25—1.30	57		.54—	.56	59		.51—	.53 61 .49— .51
*Ave. & Gd. Fr. Combing.....	1.20—1.25	59		.49—	.51	61		.47—	.49 63 .44— .46
ORIGINAL BAG TEXAS WOOLS (2)									
Fine:									
*Gd. Fr. Combing & Staple...	1.40—1.45	54		.64—	.67	58		.59—	.61 62 .53— .55
*Ave. & Gd. Fr. Combing.....	1.32—1.38	55		.59—	.62	59		.54—	.57 63 .49— .51
*Sh. Fr. Comb. & Clothing...	1.25—1.30	57		.54—	.56	61		.49—	.51 65 .44— .45
*8 Months (1" and over).....	1.20—1.25	55		.54—	.56	58		.50—	.53 61 .47— .49
Fall (¾ and over)	1.20—1.25	56		.53—	.55	59		.49—	.51 62 .46— .48

(1) Wools grown in the range areas of Washington, Oregon, the intermountain States, including Arizona and New Mexico, and parts of the Dakotas, Nebraska, Kansas and Oklahoma. These wools cover a wide range in shrinkage and color.

(2) Wools grown in the range areas of Texas, mostly bright in color and moderate in shrinkage except in the panhandle where they are considerably darker in color and heavier in shrinkage.

(3) In order to assist in estimating greasy wool prices, clean basis, market prices have been converted to grease basis equivalents. Conversions have been made for various shrinkages quoted. (Prices determined in this manner are largely nominal.)

\*Estimated price. No sale reported.



Above, delegates to the American Sheep Producers Council, Inc.

## Delegates Reorganize ASPC At Second Annual Meeting

**I**N a move to provide more equitable representation in the American Sheep Producers Council, the delegates of the organization in their second annual meeting September 10 in Denver, approved plans for increasing the number of directors and delegates.

Under this reorganization, which becomes effective March 1, 1957, the ASPC will have 137 delegates, including 15 at large, and 40 directors, including 10 directors at large. This compares with 54 delegates and 16 directors at present.

Representation under the new plan will be determined on the basis of money paid in to the ASPC from deductions on wool incentive payments to sheep growers by States or groups of States; namely, one delegate for each \$25,000, or major fraction thereof, paid into the ASPC for lamb and wool promotion, and one director for each \$100,000, or major fraction thereof, paid in.

Certified delegates from the National Wool Growers Association, meeting just before the ASPC opened its sessions, endorsed the principle that rep-

resentation in the ASPC by delegates and directors be based on the money paid into the ASPC funds by the growers. NWGA President J. H. Breckenridge served as chairman of this meeting.

### Committee Members

W. H. Steiwer of Fossil, Oregon, was chairman of the special committee which prepared the reorganization report after a three-month study. Other committee members were: J. B. McCord, Coleman, Texas; Thomas F. Arnold of Valentine, Nebraska; Paul Etchepare of Denver; L. A. Kauffman of Columbus, Ohio; William Temple of Serena, Illinois, and W. A. Denecke of Bozeman, Montana. Steiwer, McCord and Denecke, who was unable to attend the final meetings of the committee, represent the National Wool Growers Association; Arnold, the National Live Stock Producers Association; Etchepare, the National Lamb Feeders Association; Kauffman, Ohio Sheep Improvement Association, and Temple, National Wool Marketing Corporation.

Another change in the ASPC by-laws

which this committee recommended and which the delegates approved covers the selection of directors, as follows; Delegates from a State entitled to a director or directors, or delegates from several States within a region entitled to a director or directors shall caucus and name the director or directors from their area who will represent them on the ASPC.

### Voting Requirements

Voting in regularly called delegate meetings of the ASPC may be by proxy on all business matters properly coming before the delegate body, including selection of directors. However, such persons holding the proxy vote must be a properly qualified delegate to ASPC from the State, or group of States which he represents.

Provision is also made for the appointment of an executive committee of nine members, if the Board of Directors finds the 40-member board to be too unwieldy. This committee would include the chairman of the board, the ASPC vice president, one director from each of the five regions, and two directors at large.

Actual details of the representation by States and groups of States for the five ASPC regions are being studied by a committee appointed by the Council. This committee will also define rules of eligibility and qualifications for new member organizations and certification of delegates and directors.

### Officers Reelected

ASPC delegates in their closing session reelected 15 of the original 16 directors of the present board. W. Hugh Baber of Chico, California, replaces J. K. Sexton of Willows, California.

Directors from the National Wool Growers Association, who will serve until March 1 are: From Region III, Penrose B. Metcalfe of San Angelo, Texas and Walter Pfluger of Eden, Texas; from Region IV, Harold Josen-dal of Casper, Wyoming and G. N. Winder of Denver; from Region V, John Noh of Kimberly, Idaho and Mr. Baber.

These directors were approved on an unanimous ballot at a meeting of NWGA delegates in Denver following caucuses by the delegates from the States within each region.

The ASPC Board of Directors, meeting in a closed session on September 11, reelected all officers: G. N. Winder, president; James Lemmon, Lemmon, South Dakota, vice president; I. H. Jacob of Salt Lake City, treasurer; Miss Eunice Litwiller of Denver, assistant treasurer and J. M. (Casey) Jones of Denver, executive secretary.

**Advertising presentations and displays leave  
no doubt of great scope of ASPC program to . . .**

## **INCREASE USE OF LAMB AND WOOL**

**I**N a room walled with displays of wool and lamb promotion and advertising, the American Sheep Producers Council presented its work and plans at the 2nd annual delegate meeting in the Shirley-Savoy Hotel, Denver on September 10.

The impact of the displays and presentation left no doubt of the great scope of the producers' program now launched for increased use of lamb and wool.

During the period July 1, 1956, to June 30, 1957, \$800,000 has been allotted by the ASPC Board of Directors to promote and advertise lamb and \$600,000 for wool.

Promotion and advertising of wool is conducted by the ASPC in cooperation with the American Wool Council, the Wool Bureau, Woolknit Associates, the National Wool Growers Auxiliary and other allied groups.

Max Schmitt, president of the Wool Bureau, gave a very graphic presentation of plans for more than 20 color spreads on wool during the next 10 months in such national magazines as *Life*, *Holiday*, *Vogue*, *New Yorker*, *Harper's Bazaar*, *Sports Illustrated*, *Seventeen* and *Mademoiselle*. While pointing out that many of the ads deal with the lower or more moderately priced woolen garments, Schmitt emphasized the necessity of setting an appeal at the higher income brackets because it is in that area that style trends are established. In this connection the Wool Bureau also works with various trade and other publications and has tie-ins with leading retail shops all over the country. (Further details of the program are shown in the center spread insert this month furnished by the Wool Bureau.)

### **Auxiliary Progress**

Mrs. Earl Wright, National Auxiliary president, was unable to attend the Denver meeting but by letter briefly covered the progress made in planning for the use of the \$30,000 allotted that organization in handling the "Make It Yourself With Wool" contest at State levels.

John B. Caron, president of Woolknit Associates, Inc., told of efforts that group is making to regain ground lost

to synthetics in the knitwear business. In 1948 he said the knitting business was almost entirely confined to wool. Then the synthetic drive started and by 1953, 60 percent of the business was in synthetics and today there is a still greater percentage in synthetics than in wool. Promotion of wool knitting based on quality, comfort, ease in handling, ease in care and for high fashion is the project of Woolknit Associates with various media. The knitwear field is larger than most people realize, Mr. Caron stated. It uses one-third of the wool consumed in this country today. A substantial up-trend in boys' and men's wool sweater business this fall is indicated, the first in years. It is felt that the novelty of synthetics is wearing off and wool has a new fashion story to tell.

### **The Lamb Problem**

Wool's value has been common knowledge to the world for centuries. The problem there, of course, lies in the rapid rise of synthetics through their tremendous advertising and promotion the last few years. With lamb it is a different story. Though difficult for some of us to understand, there are people who say they do not like lamb. And it is in this part of the ASPC program that such great potentialities lie. Here at last is the opportunity for the sheep industry to break through "barriers"—barriers of prejudice and lack of information. That thought must have come to many of those at the Denver meeting.

Since the inception of the ASPC program, several "test" campaigns have been conducted to cut out the pattern for lamb promotion, but now lamb is being promoted in 15 key marketing areas through next May. They include Denver, Birmingham, Dallas, Ft. Worth, Los Angeles, San Francisco, Oakland, Chicago, Cleveland, Detroit, Philadelphia, Baltimore, Washington, Seattle and Portland.

Gale Smith, formerly with Producers Livestock Marketing Association in Salt Lake City, has been ASPC director of lamb promotion since May of this year. Smith brings to his position considerable experience in lamb promotion.

He conducted an intensive campaign in Salt Lake City for Producers Livestock and assisted in several coast campaigns on lamb. As head of ASPC's lamb promotion department, he has the responsibility of contacting all segments of the livestock and meat industry, including packers and retailers, and securing their full cooperation for the promotion campaigns. Preliminary work in lining up these segments for a full-scale promotion starts about three months ahead of the big push. Three fieldmen under Smith's supervision handle the on-the-spot contacts.

### **Still Too Early**

In telling the ASPC delegates about the lamb promotion project Smith said it was yet too early to measure the results. However, they did know that the per capita lamb consumption in Denver, where the first test promotion was put on last January, had been doubled. The per capita consumption there had been 4.5 pounds. During the campaign it rose to 10 pounds and for the entire seven-months' period, it was nine pounds. In Birmingham, Smith said, the per capita lamb consumption was less than one-half pound before the campaign started and many people there had never tasted lamb. In addition many retailers did not stock it. There is a better outlook since the March lamb promotion and an increased demand for lamb. A big step forward, he said, is the fact that most retailers there stock lamb which is, of course, one of the essentials to better merchandising of lamb. It must be available. Follow-up work is being conducted in Birmingham, Smith said, as well as at other points where there have been promotions.

To supplement the efforts of the lamb promotion department, ASPC has set up a consumers' service division. Heading it is Mrs. Evadna Hammersley, nationally known director of women's programs and formerly with KOA radio and television in Denver. She told the delegates the function of her department is to "service and influence the consumer, particularly the consumer who buys food for her family."

## Influence for Lamb

"We want to influence homemakers," Mrs. Hammersley said, "to use lamb frequently and in various ways." The tools of her department are news releases, recipes on lamb sent with photographs to newspaper, radio and television food editors. This material gives information on preparation on the various lamb dishes particularly the less-demanded cuts.

Mrs. Hammersley's staff includes regional home economists who work directly with food editors, dietitians, supervisors of plant or factory cafeteria, restaurants and home economists in promotion areas. These field workers report once a week in writing to Mrs. Hammersley and their work is also checked by personal visits. Some of the obstacles to be met, Mrs. Hammersley said, are lack of knowledge and lack of quality in some of our products. "We now have the know-how," she said, "so that between us we can overcome every problem."

Co-ordinated with this promotion work is an intensive advertising program conducted by Botsford, Constantine and Gardner, the agency employed by ASPC. Their advertising campaigns, David Botsford, Sr., said are keyed to the local levels as each territory is somewhat different.

Hal Walker of the Botsford agency is in charge of lamb advertising. Also working on the program are D. M. Botsford, Jr., John Leahy, Mrs. Ella Lehr Nisja, Bryce Sprvill and Mary Terrier.

Most of the advertising project was presented through the use of colored slides and no one could question that the material had an exceptional appeal. (See center spread, August NATIONAL WOOL GROWER, 1956.)

## National Magazines

Lamb also has been receiving an unusual amount of free space in national magazines recently in addition to the great volume of paid advertisements. The credit for this goes to Mrs. Nisja, home economist director for the Botsford, Constantine and Gardner agency. An example cited by Mrs. Nisja was the double-page spread centered around barbecued boned leg of lamb in the Ladies' Home Journal for August. Material for this feature was prepared in December for the Journal's food editors to shape up to their own liking. "This is space," said Mrs. Nisja, "that cannot be bought at any price."

Headquarters of the home economist director are in Chicago, a strategic point for contacting food editors of the wide-circulation magazines. A close working relationship between the Department of Agriculture heads has been

established by Mrs. Nisja, whose efforts are also directed along educational lines and, of course, she furnishes material to food editors in regional lamb promotion areas. (The NATIONAL WOOL GROWER at present is using some of Mrs. Nisja's releases in "Lamb Dish of the Month" series.)

In addition to the preliminary lamb promotion and advertising tests out of which the pattern for effective work has come, the results of a motivational survey—a survey to find out what prompts housewives to buy or not to buy lamb—are now available. This survey was requested by the Botsford agency so that they would be able to aim their advertising appeal in the right direction. Since ASPC money cannot be used for research, the National Wool Growers Association used \$16,500 of its special lamb fund with the National Live Stock and Meat Board for this survey. It was conducted by the Dichter Institute for Motivational Research. Dr. Irving Gilman of the institute briefly reviewed the results of the lamb survey. (See page 12).

To tell everybody what the sheepmen are doing through the American Sheep Producers Council to promote their products, lamb and wool, is the job of

R. D. (Dick) Biglin. He is ASPC director of information. Formerly an editor with the Western Farm Life magazine in Denver and an information director with the agricultural research department of Swift and Company in Chicago, Biglin prepares publicity releases for the press and radio on ASPC activities. "You will see more news and publicity about the sheep industry in the coming year," Biglin told the convention, "than ever before."

Executive Secretary J. M. Jones presented the ASPC financial statement since its inception up to June 30, 1956 and President G. N. Winder presided in outstanding fashion. Dr. O. V. Wells, administrator of USDA's Agricultural Marketing Service, and Howard Doggett, who now heads the Soil Bank Division of Commodity Stabilization Service, were in attendance at the open delegate session and also at the closed delegate and director meetings. (See page 16).

Underlying the first official presentation of the ASPC efforts for lamb and wool was a very apparent recognition of large responsibilities and a sincere desire to measure up in every way that the production of lamb and wool may be turned into a profitable enterprise.

## National Advertising Campaign Aimed at All-Wool Blankets

**I**N its expanded advertising program for 1956-57 the Wool Bureau is cooperating with nine leading blanket mills in a two-year consumer campaign pointing up the advantages of the all-wool blanket.

First insertion of the full-page black and white advertisement to be used this fall in eleven leading magazines is in the September issue of McCall's magazine. Kick-off announcement of the campaign appeared recently in Daily News Record, leading textile trade daily. Other publications and dates of insertion are: October: Ladies' Home Journal, Woman's Home Companion, Bride's Magazine; November: Good Housekeeping, Sunset; December: Better Homes and Gardens, House Beautiful, Living for Young Homemakers, the New Yorker and the New York Times Magazine.

Purpose of the campaign, according to Max F. Schmitt, President of the Wool Bureau, is to convey to consumers across the Nation the advantages of the wool blanket for health, comfort, warmth, safety, beauty and long-wear. The campaign has been charted by an advisory committee of representatives of participating mills, the Wool Bureau and J. Walter Thompson advertising agency.

The cooperative program will run for at least two years with advertising concentrated in the fall months. A total of nearly \$200,000 will be spent in the next 18 months.

This fall's advertisement will reach more than 68 million readers, Mr. Schmitt said. In addition, the campaign will be brought to the attention of thousands of other consumers through a coordinated merchandising program to be handled by the blanket mills and retailers across the Nation.

Participating mills are: Faribo Blankets, Kenwood Mills, Lebanon Woolen Mills, Mariposa Blankets, North Star Woolen Mills, Orr Felt & Blanket Co., Pendleton Woolen Mills, St. Marys Blankets and Springfield Woolen Mills Co.

# Your best buy in blankets

...9 leading manufacturers tell you what to look for

Blankets look so much alike these days, a yardstick of quality is needed. For when you buy a blanket, you are making a very important investment. It is wrapped up with the comfort of  $\frac{1}{3}$  of your life. Naturally, you want the very best in comfort, beauty and wear, so here are some pointers to keep in mind.



## Enjoy the utmost in luxury

You'll find modern wool blankets are heavenly soft... and their jewel-bright colors are unequalled. Magic "dye-attractors" lock the dye deep in the core of the fiber. That's why pure wool blankets can be cleaned again and again... colors remain sparkling!



## Your best guide—the test of time

One of the surest ways to get the finest blanket made is to choose the fiber that has been tested by time. And this means wool. For over 5,000 years, wool has proved to be Nature's best protection against unfriendly temperatures. From the dawn of history, man has depended upon wool for the most healthy and most comfortable type of covering.



## Warmth without weight

A blanket that lets you move freely is essential to restful sleep. And that is what you get with wool. Wool fibers have a natural crimp which creates millions of tiny insulators that shut out drafts. You'll sleep in featherweight warmth—and without static, too!



## Take a tip from kings and queens

Through the ages, the most famous royalty have prized the magnificence of wool. Did you know that even in Queen Isabella's day, when noblemen visited a foreign court, they bore gifts of wool—Nature's golden fleece!



## For a lifetime of wear

If you think about the future, you'll want blankets with the stamina of

wool. Even with youngsters' rough play, wool blankets won't get a worn, threadbare look. For wool has unique resilience that prevents matting. And wool blankets don't shed their nap the way others often do.



## Washing is no problem

Wool blankets are so easy to wash, either by hand or right in your washing machine. Follow the simple directions for temperature of water, soaking and washing time and drying. It's really remarkable how your wool blankets need no pampering!



## Think of safety too

A wool blanket is nonflammable... won't catch on fire. That's one reason why America's airlines and the U. S. Army buy blankets of fine wool.

## No other fiber combines so many advantages

That's why wool is the yardstick of quality in blankets. For the best in luxury, comfort, and long wear—nothing measures up to wool!

This important message is presented by these leading blanket manufacturers—  
Faribo • Kenwood • Lebanon  
Mariposa • North Star • Orr  
Pendleton • St. Mary's • Springfield

# Pretty Texas Blonde Named Miss Wool

## MISS MOHAIR ALSO SELECTED

**S**HE'S 20 years old; she has blonde hair, a pretty face and figure (see picture) and she hails from Austin, Texas. She's lovely Earline Whitt—Miss Wool for 1957.

The new representative of the U. S. wool industry was chosen from 11 contest finalists out of 60 candidates in a style show and elimination contest in San Angelo, Texas on August 31. The event received a great deal of publicity over TV, radio and in the newspapers.

Along with the title, the new Miss Wool receives a wardrobe—all-wool, of course—valued at \$4,000. She will tour the country appearing at various meetings and conventions voicing and displaying the many merits of wool. She also has access to a 1956 automobile for a full year.

Highlight of her year-long appear-



Elizabeth Ann Hough of Rocksprings, Texas.

Stately Miss Mohair (pictured above) is Elizabeth Ann Hough, daughter of Mr. and Mrs. Harold H. Hough of Rocksprings, Texas. The new Miss Mohair was coronated at the 37th annual meeting of the Texas Angora Goat Raisers Association, held in Kerrville, Texas in early August.

The coronation is spotlight event of the year for Angora goat breeders throughout the Nation. Miss Hough will publicize the merits of mohair for the coming year.

ances will be at your National Wool Growers Association convention in Las Vegas, Nevada, from January 21 to 24. Surprisingly enough, Miss Whitt competed in the Miss America contest in Atlantic City a few years ago as Miss Nevada. She and her mother, Mrs. M. C. Whitt, lived in Nevada before moving to Texas.

Perky Earline has won many other beauty contests and has modeled for Seventeen Magazine. She has made numerous TV modeling appearances both in California and Austin. Next

year, she will be a senior art education major at the University of Texas.

Another Texas beauty, Peggy Seay of San Antonio was selected the alternate Miss Wool. This is the first time this title has been bestowed. Miss Seay is the daughter of Mr. and Mrs. Edwin Seay of San Antonio.

The contest is sponsored annually by the Texas Sheep and Goat Raisers Association, its Auxiliary and the San Angelo Board of City Development. J. B. McCord is president of the TS&GRA and Mrs. E. S. Mayer is Auxiliary president. Ed Willoughby is wool promotion director for the Texas Association.

Miss Wool is making appearances in New York for the Wool Bureau.



She's Earline Whitt of Austin, Texas.

# WHAT'S AHEAD FOR WOOL?

**THE 1956-57 WOOL AND ADVERTISING CAMPAIGN** is the biggest in the history of the industry. It embraces the following:

## 1 A MASS EDUCATIONAL CAMPAIGN

Consisting of 7 full-color double-page spreads in *LIFE* magazine—reaching 63 million different people—53% of all men, women, and children in the United States over 10 years of age.

## 2 A CAMPAIGN DIRECTED SPECIFICALLY TO TEENAGERS

consisting of 3 full-color double-page spreads in *SEVENTEEN*—the magazine that is read by one-third of all teenage girls.

Today—Miss U.S.A. goes to class in pure wool

nothing measures up to **Wool**

New champions of the snow in pure wool

nothing measures up to **Wool**

## 4 A CAMPAIGN ON MEN'S AND BOYS' CLOTHING

Consisting of 2 full-color double-page spreads in *SPORTS ILLUSTRATED*, *HOLIDAY* and *THE NEW YORKER* magazines—reaching millions of clothes-conscious men and women, with money to spend.

## 5 A STYLE TREND-SETTING CAMPAIGN

Consisting of 2 full-color double-page spreads in *VOGUE*, *HARPER'S BAZAAR*, *HOLIDAY* and *NEW YORKER* magazines—reaching designers, manufacturers, retailers and thousands of fashion-conscious consumers who influence style trends.

These five campaigns—sponsored individually or jointly by the A.S.P.C., Wool, Inc., 9 leading Blanket Mills, and The Wool Bureau—all carry the Nothing Measures Up To WOOL slogan and tell the story of WOOL'S incomparable virtues—dramatically and forcibly.

This is the year of the Pure Wool Sweater

nothing measures up to **Wool**

Your best buy in blankets

...to leading manufacturers tell you what to look for

nothing measures up to **Wool**

## 3 A CAMPAIGN ON WOOL BLANKETS

Consisting of an editorial-type page in *Ladies' Home Journal*, *McCall's*, *Woman's Home Companion*, *Better Homes & Gardens*, *Good Housekeeping*, *Living for Young Homemakers*, *Sunset*, *New Yorker*, *Bride's Magazine* and the *New York Times Sunday Magazine Section*—reaching over 64,000,000 potential customers.

Why it's good business to wear wool

nothing measures up to **Wool**

All told, there will be over 100,000,000 full-color and 25,000,000 black-and-white pages of WOOL advertising appearing in the country's leading magazines between September 1956 and May 1957—at an average cost of six tenths of a cent per page.

Turn page for one of the *LIFE* spreads... More information on page following.

# Why you should send your child



*"My classrooms are warm . . . the halls are cool!"* Clothing of pure wool insulates your youngster against these sudden changes—keeps body temperature at a healthy even level.



*"Whoops, I often fall off my sled in the snow!"* No matter! For wool keeps your youngster dry. Every wool fiber has a natural water-resistant "shield" that prevents that soaked-through feeling.

*"On Sundays we all dress up."* Off to Sunday School and youngsters feel proud as grownups. You don't have to be twenty-one to know wool tailors better. Its rich textures and colors give elegance even to a cherub-sized fashion plate.

Off they go—sunshine or snow! So cozy and warm in *Wool!*

For wise mothers know Wool is the happy, healthy way to dress young school fry. Your family doctor will tell you wool's snug warmth, its insulation protection, help ward off colds.

And the wonderful resilience of wool gives young lively bodies the freedom of action they need.

So when school bells ring . . . be sure that for health's sake, for wear's sake, your children are dressed in pure wool!



*"We mostly wear sweaters 'n skirts."* Sweaters of pure wool are so comfortable. No clammy feeling. And wool takes tough wear, is easy to care for. Note to mothers of growing girls: In pure wool, skirt hems can be dropped without leaving a mark.



ou children to school in wool



*"Sometimes we have to wait for the bus!"* But don't worry, Mothers, for wool is the warmest insulation against nippy winds—wards off chills after overheated play. Youngsters who wear wool are better protected against catching cold. That's why so many doctors recommend dressing children in wool.

All children's clothes shown here are fine American-made woolens. See them at Abraham & Straus, Brooklyn, N. Y.; Carson Pirie Scott & Co., Chicago, Ill.; Dayton's, Minneapolis, Minn.; The J. L. Hudson Co., Detroit, Mich.; Lazarus, Columbus, Ohio . . . and other fine stores across the country.



othing measures up to **Wool**



**THE 1956-57 PROMOTION—PUBLICITY—EDUCATION and RESEARCH PROGRAMS**—linked with the consumer advertising campaign—will be the largest, most fully rounded programs ever to be conducted by and through The Wool Bureau.

The **PROMOTION** program will encompass merchandising aids and services of every description for manufacturers and retailers—all featuring the “Nothing Measures Up To WOOL” symbol and slogan. Thanks to the A.S.P.C., more field men and women will be working with the trade than ever before.

In **PUBLICITY**, full use will be made of every type of media—and many new programs will be instituted. One of these will be on hand knitting yarns, and it will include a film for television showings. At least four other TV films will be produced—covering both men’s and women’s clothing. Existent newspaper columns will be continued, and new ones will be produced. More magazine stories than ever before will also be prepared. More widespread publicity is planned for both the Make It Yourself With Wool and Miss Wool of Texas contests.

In **EDUCATION**, a new *Home Sewing* booklet is currently being produced. A *Fleece to Fabric* booklet is also being written at this time; others will follow. Penetration into the high-school phase of the home economics program will be deepened. Personal contact with teachers and students will be expanded.

In **RESEARCH**, studies of the wool fiber will not only be continued but widened in scope. One new project, representing a sizeable investment, and involving the performance characteristics of woolen and worsted fabrics, has already been started. Others are in the offing.

With all of these related activities either inaugurated or planned for 1956-57, this promises to be a year of progress for WOOL and everyone connected with it. Never have so many segments of the industry been working so closely together in a common cause. Never has Wonder Fiber W had a brighter opportunity than now.

## THIS MONTH'S QUIZ

"What do you think made the summer lamb market stronger this year?"

It is my opinion that there were several reasons why the lamb market showed a stronger undertone all during the months of June, July and the first half of August. These are the months when most of the Idaho lambs are marketed.

1. Due to the early cleanup of the California lambs there was an unusually strong market the first part of June and this sent quite a lot of lambs to market at least two weeks earlier than they would have normally gone.

2. This reduced the number of Idaho lambs to go in July which helped the July market.

3. The Ogden Auction sold lambs on quality and there is always a good demand for the good quality lambs. This resulted in quite a few growers' topping out their best lambs for the higher price. This in turn evened out the number of lambs going to market.

4. A kind of back-door help to the market was the activity of the packers in country buying. A real attempt was made by a few of the larger packers to keep the best lambs from going to the auction.

5. Cattle and hog prices were better than they had been the previous year.

6. I am satisfied that the ASPC advertising and promotion program had a very beneficial effect on the market even though it was only on a beginning basis.

It has been many years since we saw the "bounce back" the market had this summer and with the advertising and promotion program going full swing next year we should all have grounds for optimism.

—John Noh

Kimberly, Idaho—9-22-56

We have had a fairly stable market all through the year. We have not had the violent fluctuation in prices that we had in 1955 and 1954.

I think this is partly due to the increased demand for all meats, but I am sure our own lamb promotion program must be given credit for helping stabilize the market. I am hoping this will hold true when Mountain States fat lambs begin to hit the markets in large numbers.

We are very dry in Texas but the demand and prices of feeder lambs of all weights have been very steady.

—J. R. Canning

Eden, Texas—9-19-56



### TO ATTEND THE 92nd ANNUAL CONVENTION OF THE NATIONAL WOOL GROWERS ASSOCIATION LAS VEGAS, NEVADA, JANUARY 21-24, 1957

The Hotel Sahara in Las Vegas has been chosen as the headquarters hotel for the National Convention. All reservations must be made through the Salt Lake office of the National Wool Growers Association. Reservations will be handled on a first-come first-served basis. Rates at the Sahara are on a flat run-of-the-house basis of \$10 for single rooms and \$12 for double rooms, with suites running \$25 for two people and \$30 for four people. Make your plans now—just fill in the blank below and mail to the National Wool Growers Association, 414 Crandall Building, Salt Lake City 1, Utah.

Please reserve the following accommodations for the 92nd annual convention of the National Wool Growers Association at the Hotel Sahara in Las Vegas, Nevada:

Single \_\_\_\_\_ Double \_\_\_\_\_ Twin \_\_\_\_\_

Suite (2 people) \_\_\_\_\_ Suite (4 people) \_\_\_\_\_

For Arrival January \_\_\_\_\_, 1957 and Departure January \_\_\_\_\_, 1957  
Names of Occupants:

\_\_\_\_\_  
\_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_



Figure 1. Topar pubescent wheatgrass (*Agropyrum trichophorum*), a promising wheatgrass.



Figure 2. Individual plant of Bulbous bluegrass (*Poa bulbosa*) showing bunch growth habit and flower stalks bearing bulbils.

## HERE IS A LIST OF GRASSES ADAPTABLE TO ALL TYPES OF LIVESTOCK OPERATIONS

# Proper Range Management Spells Success

**G**RASS plants are very important to the livestockmen. The search for superior grasses and legumes for re-seeding eroded sites and range lands is a never ending one.

Conservation work in the early 30's helped a great deal in the development of needed grasses. Grasses introduced prior to this time were brought over mostly from Europe by immigrants. They were not particularly adapted to range use.

Some 14,000 grass, legume, tree and shrub introductions have been tested in western range States since 1935 when the Soil Conservation Service nurseries were organized. Improved varieties developed from foreign introductions and native collections are now becoming generally available from this work.

Many new grasses have been adequately tested, named and released. They are now in large scale production and are being widely used. Others are in various stages of development, testing and release.

### Testing Methods

Newly collected plants in Soil Conservation Service nurseries are first tested in rows three feet apart. Seedlings are made in the field. If the seed is scarce or appears to be low in viability, plants are started in the greenhouse and later placed in proper sequence in the nursery by transplanting.

After trials reduce the number of strains, the outstanding ones are put into field plots. Plantings are made in outlying trials in problem areas representative of the probable range of adaptation of specific grasses.

Standard seed sets of new grass and legume varieties are made available to cooperating experiment stations and by crop zones to county agents and vocational agricultural instructors. This allows local people to observe newly developed varieties compared with standards under local growing conditions.

Results from mixture trials indicate locations and mix-

tures which appear to be outstanding. At this stage the best grasses are put into larger increase blocks from the original increase plantings to supply seed for field trials on farms in Soil Conservation Districts.

When the new plant finds ready acceptance and compares favorably with the standards being used, the data are summarized and proposals are made for release of the new variety.

### Seed Production

If the new variety is accepted, foundation seed from the original increase fields is made available through Crop Improvement Associations and Soil Conservation Districts to cooperators and members for certified and registered seed production. Seed increase is rapid and soon finds its way into commercial channels.

Ranchers and farmers have long been aware of registered livestock and improved wheat varieties. Today they are also becoming aware of improved grass and legume varieties, many of which can be purchased in leading seed and farm supply stores. This was not possible 20 years ago.

### Improving Ranges

Whether ranges can best be improved through management of existing vegetation or through reseedling is a problem which confronts many ranchers. It is primarily a technical and economic problem.

Aside from the economics of getting returns greater than the investment within a short period of time, other considerations such as watershed protection, control of erosion, and reduction of weed invasion may be important. These are long term benefits seldom credited to range seedings.

If the range conditions, site, soil, climatic and economic factors indicate that range improvement through reseedling is feasible, improved introduced or domesticated grass

Information contained in this article was digested from a paper presented at the eighth annual meeting, American Society of Range Management, San Jose, California—

by JOHN L. SCHWENDIMAN Plant Materials Specialist, Soil Conservation Service, U. S. Department of Agriculture, Pullman, Washington. The paper, in full, was printed in the March, 1956 "Journal of Range Management," to whom we give credit for our information.

varieties are now available to do the job.

### Planned Seeding

It becomes a matter of choosing a variety adapted to the particular site, season of use and management plan. Every well planned seeding will be preceded by a range site and condition survey, a soil survey including land capability determinations and a complete ranch plan for the protection and integrated use of the proposed seeding in connection with other available range both during the establishment period and following years.

New grasses for range improvement should be established only in blocks large enough to warrant separate management. A small seeding, for example, of crested wheatgrass in a native range area creates utilization and management problems.

There is no substitute for good management practices in the establishment of new grasses. Such practices should include:

1. The elimination of existing vegetation.
2. A good firm seedbed.
3. Proper date and method of seeding.
4. The use of seed protectants and fertilizer.
5. Protection of the seeding after emergence, including rodent control.

Cultural techniques should generally be well known. In critical marginal or low rainfall areas, known cultural practices must be carefully followed to achieve success in establishment of new varieties.

### Individual Grasses

**CRESTED WHEATGRASS** (*Agropyron desertorum*)—Has become the standard with which anything new for range use must be compared. First introduced in 1898, it attracted some attention in 1916 but was not widely used until the drought years of the early 30's. It is one of the most cussed and discussed range grasses. There was a long interval from the time of its intro-

duction to widespread use. Some of the new grasses are being brought into use more rapidly. They are being critically compared with crested wheatgrass, and will be widely used only to the extent that they can supplement or replace it. In addition to the Fairway variety which is generally less productive on range sites than Standard crested, a recent new variety, "Nordan," has been released by the North Dakota Agricultural Experiment Station. (Figure 3)

**SIBERIAN WHEATGRASS** (*Agropyron sibiricum*)—This is essentially an awnless form of crested wheatgrass. It was introduced from the same general area in Northern Asia. It has narrow seed heads and somewhat narrower leaves and finer stems. On dry sites and in dry years it equals or exceeds crested wheatgrass in production. It is being certified in Oregon, Washington and Idaho. Annual seed production is approximately 10,000 pounds.

**WHITMAR BEARDESS WHEATGRASS** (*Agropyron inerme*)—This strain was selected from more than 200 beardless and bluebunch wheatgrass selections from many locations in the Northwest. In comparative trials with other types and strains over wide areas, it was outstanding. On properly managed range sites it exceeds crested wheatgrass in production. It will not stand the mismanagement and overgrazing that often occurs with crested wheatgrass. It has a later season of use. When a small range seeding is to be made in a native wheatgrass area, Whitmar should be used. It is in certified seed production in Oregon, Washington and Idaho. Approximately 15,000 pounds of seed are being produced annually, all of which are being used in range plantings.

**TALL WHEATGRASS** (*Agropyron elongatum*)—Tall wheatgrass was also introduced from Asia and is the foreign counterpart of our own giant wildrye. It is remarkably alkali tolerant and productive where sub-soil moisture is available. At the Aberdeen, Idaho nursery at 5,000 feet elevation with less than 10 inches of rain, it produced as much as crested wheatgrass on abandoned farm land and stayed green two or more weeks later into the summer than crested wheatgrass. Tall wheatgrass is being most extensively used in Utah and Nevada. Several hundred thousand pounds of seed are available annually. Certified seed stocks are available.

**GREENAR INTERMEDIATE WHEATGRASS** (*Agropyron intermedium*)—This is not strictly a range grass but is being used alone with alfalfa on abandoned farm lands

on favorable sites in rainfall areas of 14 inches or more annually. It will grow wherever alfalfa will grow. It is often planted in alternate rows with alfalfa. Intermediate wheatgrass is one of the most widely used grasses in mixtures with dryland alfalfa in the northern half of the United States. Nearly one million pounds of seed are being produced annually in the three northwest States.

**TOPAR PUBESCENT WHEATGRASS** (*Agropyron trichophorum*)—Very similar to intermediate wheatgrass, this species has a high percentage of pubescent heads and leaves. It is more drought resistant than intermediate and spreads by rhizomes rapidly. It is adapted to shallow soils and dry sites in rainfall areas of 10 to 14 inches. A very drought resistant sod-forming grass, its late maturity makes it valuable as a range species. Annual production approximates 20,000 pounds. Sufficient seed to meet the demand is not yet available. (Figure 1)

**AMUR WHEATGRASS** (*Agropyron amurense*)—Amur wheatgrass is also similar to intermediate wheatgrass in growth habit and late maturity. In pure stands it is coarser, more vigorous and more productive than intermediate wheatgrass. In mixtures with alfalfa it produces less. A selected strain is in limited production.

**SODAR STREAMBANK WHEATGRASS** (*Agropyron riparium*)—This native sod grass makes a dense turf, is easy to establish and can be effectively used as an understory grass. In mixtures with other grasses at Aberdeen, Idaho, it increased the density and ground cover but did not affect the total production of associated grasses in mixtures. Most seed has been used for ditchbank and roadside seedings in the Columbia Basin. Foundation seed is available.

**HARD FESCUE** (*Festuca ovina* var. *duriuscula*)—This introduction from Australia is the original material from which chewings fescue was selected. It is very close to Idaho fescue in growth and adaptation but is much higher in seed production and easier to propagate. Although primarily used for root production in alfalfa-grass mixtures, it has a place as an understory grass in range seedings on good soils where rainfall is 12 inches or more. Hard fescue is in commercial production.

**SHEEP FESCUE** (*Festuca ovina*)—This is a dwarf plant much smaller than hard fescue and more densely tufted. Its leaves and stems are shorter, it is smaller seeded and becomes established more slowly. It is drought resistant and can be used as a heavy root-producing understory grass in



Figure 3. View of crested wheatgrass (*Agropyron desertorum*) planted in fall in 24-inch drill rows.

rainfall areas down to eight inches annually. Sheep fescue is not generally available. **SHERMAN BIG BLUEGRASS** (*Poa ampla*)—This component of many sagebrush and wheatgrass lands in the Northwest was collected in Sherman County, Oregon. Selected from more than 100 other big bluegrass strains, it is outstanding for its early spring growth. In a grazing program, it should be used earlier than crested wheat or beardless wheatgrass. Sherman big bluegrass is slow in becoming established but one of the most productive range grasses under low moisture and drought conditions. Certified seed is available. The annual production has been as high as 70,000 pounds of seed.

**BULBOUS BLUEGRASS** (*Poa bulbosa*)—One superior strain is about ready for release. It is leafier, more productive and stays green longer than most strains tested. When used as an understory grass it gives cheatgrass (*Bromus tectorum*) some competition. Bulbous bluegrass has been most successfully used at elevations below 5,000 feet. It does well where the winters are not too severe. Its large seeds are very attractive to rodents, and many plants have disappeared because of rodent damage to the seed crop and to the bulbs. Seed of common strains is available. (Figure 2) **CANDY BLUEGRASS** (*Poa canbyi*)—Essentially a large form of Sandberg bluegrass. This understory grass is more productive but is less widely distributed. Superior selections are available. Some field tests have been made. To date no one has become interested in seed production. It could be widely used as an understory grass in range seedings.

**HYBRID BLUEGRASSES** (*Poa* spp.)—The hybrids resulting from various crosses of

American and European bluegrasses include many promising strains for range use. This project, under the leadership of Dr. Jens Clausen of the Carnegie Institution of Washington, began in 1945. Hundreds of crosses were made involving a wide range of species and selections. More than 10,000 hybrid progeny are being grown at Pullman and other nursery locations. Some of the more promising crosses resulting from big bluegrass X Kentucky bluegrass combine the winter growth habit of big bluegrass with the rhizomatous character of Kentucky blue. This work has progressed far enough for extensive trials to be made of the outstanding new hybrids.

**RUSSIAN WILD RYEGRASS** (*Elymus junceus*)—This grass has been widely tested and found adapted in northwest nursery plantings, but it has not yet come into use for range reseeding. It is slow to establish. It begins growth and matures later than crested. Russian wild ryegrass is densely tufted, and after seed matures, its basal foliage remains green and palatable all summer. Its total herbage production is fairly low. Seed production is low and the high cost has restricted wider use of this promising grass.

**MANCHAR SMOOTH BROMEGRASS** (*Bromus inermis*)—Manchar is a northern type brome, well adapted for range seedings in mountain meadows in northern latitudes. It forms sod slowly, is very leafy, productive and easy to establish because of its good seedling vigor. Seed is widely available. In 1952 there were more pounds of certified Manchar seed grown than any other smooth brome in America.

**ERECT BROMEGRASS** (*Bromus erectus*)—Is a bunch-type, pubescent-leaved brome,

similar in many characteristics to smooth brome. It is very productive but its exact area of adaptation is not yet known.

**RED BROMEGRASS** (*Bromus tomentellus*)—Is an early maturing, leafy, bunch type brome. It is perennial but has some of the seed characteristics of annual bromes. Seed matures and shatters early. It reseeds readily. After seed maturity the foliage remains green all summer. Seed is just now available for field planting trials.

Many new grasses such as Harding-grass (*Phalaris tuberosa*), Sunol-grass (*Phalaris coerulescens*), Lomas-grass (*Elymus glaucus*), and others are being tested and used in California by Soil Conservation Service nurseries, Experiment Stations, and others. Superior new strains of northern introduced or domesticated grasses such as bulbous barley (*Hordeum bulbosum*), Bohmer timothy (*Phleum boehmeri*), Pacific giant wildrye (*Elymus cinereus*), bearded wheatgrass (*Agropyron subsecundum*) and others are being developed.

New grasses are not a cure-all for overgrazed or depleted ranges. Where reseeding is necessary, new grasses with the proper cultural practices and correct use can do their share toward putting conservation on the land and increasing our range forage resources.

(Editor's Note: Here you have the needed information to improve your ranges through reseeding. We suggest you clip this story and file it for your future use.)

## NOW! ONE INJECTION

*Important two-way treatment and protection!*

INJECTION

# BICILLIN® FORTIFIED

(Benzathine penicillin G and procaine penicillin G)

Injection Bicillin Fortified is highly effective in treating pneumonia, shipping fever, respiratory infections, overeating disease, and other serious acute infections responding to penicillin therapy.

A single injection of Injection Bicillin Fortified provides important two-way treatment offered by no other antibiotic preparation.

1. *High blood levels* that go to work quickly to combat the acute phases of infection.
2. *Prolonged penicillin action*, lasting up to five days, that extends treatment and protection during the period of convalescence when the animal is more susceptible to other diseases and infections. Hastens recovery. Reduces the danger of complications.

AVAILABLE FROM YOUR DRUGGIST OR OTHER ANIMAL HEALTH PRODUCTS SUPPLIER



Supplied:

**Injection Bicillin Fortified 600**

Tubex® . . . 300,000 units of Bicillin and 300,000 units of procaine penicillin in 1 cc. Tubex with sterile needle.

**Injection Bicillin Fortified 300**

Vials of 10 cc. and vials of 50 cc. . . Each cc. contains 150,000 units of Bicillin and 150,000 units of procaine penicillin.



Philadelphia 1, Pa.

## LATE SEASON SALE REPORTS:

# Ram Prices Continue Erratic; Wyoming Notes Strong Sale

### POCATELLO RAM SALE

Pocatello, Idaho, September 15, 1956

**M**IXED bidding at the 30th annual Fall Range Ram Sale saw prices drop slightly lower than a year ago as 350 rams averaged \$87.42. In 1955's sale, 413 rams averaged \$89.09. The sale is sponsored by the Idaho Wool Growers Association.

An improved average of \$122.84 was paid this year on 168 Suffolk yearlings. This compares with the \$115.79 average paid last year on 192 head.

Fifty-one Suffolk ram lambs sold lower than a year ago at \$52.75 each. A \$61.38 average was paid on 85 ram lambs in 1955.

T. B. Burton, Cambridge, Idaho, sold the two high pens of Suffolk yearlings. One pen of eight head and another pen of four sold at \$250 each, both to Joe Sainz of Soda Springs, Idaho. Burton consigned the only Suffolk stud ram. It brought \$200 from Sainz.

W. A. Joslin of Ola, Idaho sold the top pen of four Suffolk ram lambs at \$65 each to Doyal Stiles of Conda, Idaho.

Suffolk-Hampshire prices dropped sharply from a year ago. Thirty-one yearlings averaged \$64.44 and 15 ram lambs averaged \$50. In 1955, similar offerings brought \$83.88 for 18 yearlings and \$73.33 for 15 ram lambs.

Top S-H crossbred yearlings brought \$85 per head for five to the Elkington Brothers from Carlyle Chaffin, both of Idaho Falls.

Panama ram prices dropped from a year ago as 25 yearlings averaged \$56 per head. This compares to the 1955 average of \$84.09 on 44 head. A pen of five, consigned by Fred M. Laidlaw, Muldoon, Idaho, topped this division at \$70 each. Purchaser was Frank Jougard of Soda Springs.

Panama ram lambs averaged \$49.72 on 27 head. A year ago 27 head averaged \$37.50. Harry Meuleman and Son, Rupert, Idaho, sold the top pen of five ram lambs at \$70 per head to R. C. Stocking of Soda Springs.

Three Panama stud rams averaged \$116.67. This is the first year any Panama studs have sold. Joe Horn, Rupert, sold the top individual at \$200 to B. B. Burroughs of Homedale, Idaho.

Columbia yearling rams averaged \$42.65 on 26 head. The top pen of two sold at \$100 each to Alvin G. Teuscher

of Geneva, Idaho, by Ivan G. Epperson, Jerome, Idaho. A year ago, 16 head of Columbia yearlings averaged \$41.03. Three Columbia ram lambs sold at \$40.

One pen of three Hampshire yearling rams sold at \$72.50. They were consigned by Pooles' Magic Valley Hampshires, Jerome, and were purchased by Emery Hanson of Central, Idaho.

### MONTANA RAM SALE

Miles City, Montana, September 20, 1956

**P**RICES paid at this seventh annual sale moved slightly higher from a year ago. A \$59.11 average was tallied by 624 rams compared to the 1955 average of \$49.68 on 757 rams. The sale is sponsored by the Montana Wool Growers Association.

Targhee rams topped the breed averages as 153 head (two studs and 53 range rams) brought a \$63.57 average. The top pen of Targhee range rams sold at \$94 each for three. They were consigned by the Montana Experiment Station and were purchased by Wm. G. Dutton of Jordan, Montana. Howard Nye, Joliet, Montana sold the top Targhee stud ram at \$160 to Sieben Livestock Company, Helena, Montana.

Rambouillet range rams showed strength as 195 averaged \$61.07. Top pen of this breed was sold at \$71 per head by Williams & Tavenner of Deer Lodge, Montana. Purchaser of the five head was Richard Wall of Lodge Pole, South Dakota. No studs were sold in this breed.

A total of 203 Columbia rams (nine studs and 194 range rams) averaged \$60.11. Top Columbia ram sold at \$290 to Andrew Brand of Glendive, Montana. Consignor was W. A. Denecke of Bozeman, Montana. Three Columbia pens

tied for top-selling honors at \$85 per head.

Twenty-three head of Suffolks—two studs, seven range rams and 14 ram lambs—averaged \$40.13. The top individual sold at \$120 to G. L. Vercruysen of Shelby, Montana. Consignor was Howard Nye. Top pen of Suffolks sold at \$50 per head for three to Alex N. Ogilvie of Sand Springs, Montana. The Montana Experiment Station consigned these rams.

Top Hampshire stud ram brought \$67 to consignor Richard Hanson, Whitehall, Montana from buyer Johnny Morris of Biddle, Montana. Thirty-five Hampshires averaged \$41.67. This included two studs, 19 range rams and 14 ram lambs. Top pen sale was at \$52.50. Seller was Mary Donohoe of Fishtail, Montana and buyer was Philip Seaholm of Grass Range, Montana.

Fifteen head of Suffolk-Hampshire crossbred rams averaged \$44.33.

Whitefaced rams again outsold blackfaces at the Montana sale. A \$61.41 average was paid for 551 whitefaced rams and a \$41.73 average was registered by 73 blackfaced rams.

### WYOMING RAM SALE

Casper, Wyoming, September 18-19,

**W**YOMING'S range ram sale was a good one. An average of \$103.36 was made on 1,073 rams compared with \$66.58 on 1,205 rams in last year's sale. A good number of buyers were present and bidding in the two-day event was brisk at all times.

The 585 Rambouillet rams sold at an average of \$113.11. Top price was \$250 for a ram donated by Clifford Olsen of Ephraim, Utah to be sold for the benefit of the Wyoming Auxiliary. It brought \$1,310 to the women's group and finally sold to Burke Sheep Company of Casper for \$250.

The top pen of five Rambouillets sold for \$230 per head to the Diamond Ring Company (Robert Grieve) of Casper. The pen was consigned by Wynn S. Hansen of Collinston, Utah. The Cunningham Sheep Company of Pendleton, Oregon, sold the top pen of 10 Ram-

### WYOMING RAM SALE AVERAGES

BREED	1955		1956	
	Number Sold	Average Per Head	Number Sold	Average Per Head
Rambouillet Range Rams.....	544	\$76.39	585	\$113.11
Columbia Range Rams.....	171	54.07	85	115.85
Corriedale Range Rams.....	13	44.30	....	.....
Targhee Range Rams.....	59	39.23	....	.....
Panama Range Rams.....	25	70.00	25	95.00
Lincoln-Rambouillet Crossbreds.....	120	46.83	34	127.35
Hampshire Range Rams.....	30	56.00	42	61.30
Suffolk Range Rams.....	219	73.96	225	83.22
Suffolk-Hampshire Crossbreds.....	9	67.50	30	81.66

bouilllets to the Diamond Ring Company for \$175 per head.

The highest average in the sale (\$127.35) was made by the 34 Lincoln-Rambouillet crossbreds. Two pens of 10 were sold by Covey-Bagley-Dayton at \$137.50 per head. Purchasers were Magagna Brothers of Rock Springs and L. W. Roberts of Cokeville.

In Columbias several pens sold at \$125 to \$150 per head and the top pen of five went at \$175 per head. It was sold by Bernice Oliver of Banner to Hyland Sheep Company of Douglas. This breed had the second high average, \$115.85 on 85 head.

The top pen of five Suffolks brought \$150 per head from Herman Werner of Casper. Seller was Raymond Johnson of Lingle.

An interesting feature was the sale of 46 Warhills at \$94.13 a head. This is a breed developed by the Warren Live Stock Company with the assistance of the late Dean Hill.

All breed averages exceeded those in the 1955 sale as shown in the table.

### SALT LAKE RAM SALE

Salt Lake City, Utah, September 11, 1956

**P**RICES paid at the fourth Salt Lake Ram Sale strengthened slightly from a year ago on improved demand for Rambouilllets and Suffolks. Other breed averages dropped lower (see table), but when the total of 424 rams had been sold, the average was \$77.58. A year ago 426 head averaged \$72.07.

This range ram sale was held at the North Salt Lake Stock Yards and was sponsored by the Utah Wool Growers Association in cooperation with the Utah Registered Sheep Breeders.

High-selling breed average was registered by the Suffolks. An average of \$87.59 was paid on 223 head. Top-sellers reached \$145 per head and by

### SALT LAKE RAM SALE AVERAGES

BREED	1955		1956	
	Number Sold	Average Per Head	Number Sold	Average Per Head
Rambouillet	69	\$54.28	67	\$70.00
Rambouillet-Columbia	5	42.00	11	48.86
Columbia	76	53.89	58	58.62
Hampshire	13	52.50	14	48.04
Suffolk-Hampshire	45	95.55	51	79.61
Suffolk	218	81.04	223	87.59
<b>TOTALS</b>	<b>426</b>	<b>\$72.07</b>	<b>424</b>	<b>\$77.58</b>

two different consignors. F. V. Davis, Salem, Utah sold a pen of five to Vance Aagard, Fountain Green, Utah. Dee Wright of Nephi, Utah sold a pen of two at \$145 to Dwayne Stanworth, Oasis, Utah.

Columbias didn't do so well. Many of the offerings were turned out of the ring and listed as "no sales," as buyer demand didn't reach breeders' price levels. Mark Bradford of Spanish Fork sold the high pen of Columbias at \$80 each for five. Buyer was Chas. Kippen & Sons, Morgan, Utah.

Top pen of Suffolk-Hampshire crossbred rams brought \$95 each for five to Covey-Bagley-Dayton, Cokeville, Wyoming. They were purchased by William S. Young, Oakley, Utah. Another Wyoming buyer, Harry Hansen and Sons of Evanston, purchased the top pen of Hampshires. They bought five head from Therald Larsen of Ephraim, Utah at \$57.50 each.

Rambouillet rams did a little better than a year ago. Unlike last year, all 67 head consigned to the sale sold this year at a \$70 average. Two pens tied for top-selling honors. They were consigned by Clifford Olsen, Ephraim, Utah and Wynn S. Hansen, Collinston, Utah. Buyers were Welby Aagard and Edward Gillmor, both of Salt Lake City.

Reuel Christensen and Sons of Ephraim, sold the top Columbia-Rambouillet crossbred rams at \$52.50 per head.

### Lamb Promotion Proves Success in Washington

**A**N intensive August-September lamb promotion campaign was successfully conducted by the Washington Wool Growers Association in that State.

Under the direction of State Association President George K. Hislop, the campaign used personal contacts, TV and radio time, and promotion materials from the American Sheep Producers Council to spearhead the drive. Funds for the program were raised mainly by the Washington Association with some help from the ASPC.

Contacts and friendly working relationships were established with the leading packers, grocery chains, hotels, restaurants and clubs in the Inland Empire of Washington. These contacts led to new outlets for lamb, added sales promotion and point-of-purchase efforts. The eventual outcome was a stronger demand for lamb and increased consumption.

Complete television coverage was purchased by the Washington Association on KXLY-TV, Spokane, Washington. Besides the 146 TV messages, seven daily radio spots were taken on KXLY radio.

Packer support was very good, according to reports received from the Washington growers. Armour and Company, Swift and Company and Carstens all cooperated in distributing point-of-purchase materials and in distributing needed supplies of lambs.

A progress report on the campaign stated that Safeway Stores had ordered Armour and Company completely out of lamb for a period of time.

Chain stores used ASPC newspaper mats in their ads featuring lamb cuts. And TV spots featuring lamb were also purchased by many of the large chain organizations.

The Inland Empire's leading hotels were urged to feature lamb dishes during this campaign—most of them did. Some also purchased TV time to tell of the lamb specials they were featuring.

The campaign was concluded on September 30.

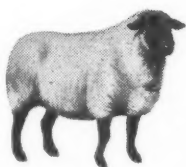


One of high selling Suffolk range ram pens sold at Salt Lake Ram Sale is shown above. The pen was consigned by Farrell T. Wankier, Levan, Utah, who is pictured behind the rams.



## Keep profit insurance

*always within reach!*



It will pay you to keep SULMET on hand for immediate use when disease strikes—because SULMET is your best profit insurance against disease losses.

SULMET is your *dependable*, time-proved treatment against any or all of these costly, profit-stealing sheep diseases.

*Depend* on SULMET—and use it promptly. Consult your veterinarian for most effective flock management practices and disease control procedures.

Get a supply of SULMET today. Available from your veterinarian, druggist or feed dealer. Write for free literature.

## SULMET

SULFAMETHAZINE

**DRINKING WATER SOLUTION**

for **BLUE BAG, FOOT ROT, SHIPPING PNEUMONIA, BACILLARY ENTERITIS, COCCIDIOSIS**

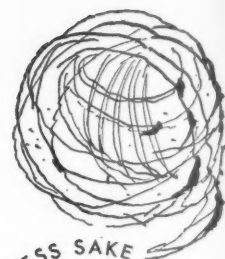
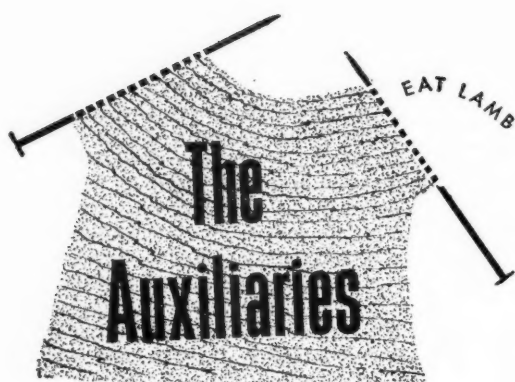
- SULMET gives longer, stronger action
- it provides effective blood levels of sulfamethazine
- it is powerful—yet easy on the animal
- the cost is less per animal treated
- with SULMET you give lower dosages at less frequent intervals
- frequently only one dose is needed



LEDERLE LABORATORIES DIVISION

AMERICAN CYANAMID COMPANY

PEARL RIVER, NEW YORK



## **\$30,000 FUND**

# **Auxiliary, ASPC Sign Agreement**

AN AGREEMENT  
BETWEEN  
THE WOMEN'S AUXILIARY  
TO THE  
NATIONAL WOOL GROWERS  
ASSOCIATION  
AND THE  
AMERICAN SHEEP PRODUCERS  
COUNCIL, INC.  
FOR THE FISCAL YEAR 1956-57  
AS ONE MEANS OF PROMOTING  
THE USE OF WOOL ON A NATIONAL  
BASIS  
\* \* \*

The AMERICAN SHEEP PRODUCERS COUNCIL, INC. agrees to place with the WOMEN'S AUXILIARY TO THE NATIONAL WOOL GROWERS ASSOCIATION, Thirty Thousand Dollars (\$30,000.00) for the fiscal year 1956-57, under the following terms and conditions:

- (1) That THE WOOL BUREAU, INC. will continue its wool promotion work with the WOMEN'S AUXILIARY in the same manner and at least to the same extent that it has in the past, and particularly with respect to the "Make It Yourself With Wool" program.
- (2) That the WOMEN'S AUXILIARY will allocate the \$30,000.00 as follows:
  - (a) \$1,500.00 to the National WOMEN'S AUXILIARY Office for use in administering and overseeing the wool promotion project or projects.
  - (b) \$28,500.00 to be distributed among States participating in any type of wool promotion recognized and approved by the National WOMEN'S AUXILIARY. (This includes but is

not limited to those programs already authorized—the "Make It Yourself With Wool" program and the Texas "Miss Wool.")

- (c) Allocation of funds to approved States will be made in accordance with the attached schedule, which is based on the following formula: a starting base; the balance to be divided one-third on the human population of the State; one-third on the stock sheep numbers of the State; and one-third on the number of contestants in authorized wool promotion for 1955.
- (d) Distribution of funds will be made by the National WOMEN'S AUXILIARY to the group or organization recognized in the State as the authorized agency to conduct the wool promotion effort. The National WOMEN'S AUXILIARY will necessarily need to contact the various States in order to determine the proper agency. State Wool Growers' organizations and State Women's Auxiliaries should be consulted regarding selection of agency.
- (3) That, not later than June 30, 1957, the National WOMEN'S AUXILIARY will make a proper accounting to the AMERICAN SHEEP PRODUCERS COUNCIL of funds distributed. This accounting shall include, among other things, reports of the types of programs conducted from the various agencies in charge of the wool promotion within each State; purposes for which funds were used; names and addresses of contestants in 1956; and any other pertinent information. This accounting and report from participating States shall be in the hands of the National WOMEN'S AUXILIARY not later than April 30, 1957.
- (4) All accounts and other sources of information relating to the wool promotion shall be open for examination by authorized officers or

representatives of the United States Secretary of Agriculture.  
DATED this 12th day of JULY, A. D. 1956.

Signed: Mrs. Earl S. Wright  
President, Women's Auxiliary  
to the National Wool Growers  
Association

ATTEST:

Signed: Mrs. Roy M. Laird  
Secretary, Women's Auxiliary  
Signed: G. N. Winder  
President, American Sheep  
Producers Council, Inc.

ATTEST:

Signed: J. M. Jones  
Secretary, A. S. P. C.



## **Oregon Sewing Winner Tells Value of Contest**

**M**ISS Joan Stewart (above), winner in 1955, modeled her garment on a Portland TV show. Following is her story:

"Last year was the second year in which I entered the "Make It Yourself With Wool" contest. I have been a member of 4-H sewing clubs for nine years. Ever since I started sewing with wool, I have made my project a wool garment. Entering the contest has been a wonderful experience, especially since last year I won a trip to Texas. I met many wonderful people there and the \$300 scholarship that I won in the National finals will help me a great deal when I start to college this fall. I hope to enter the contest again."

—Joan Stewart  
Sherwood, Oregon

# Lamb Dish of the Month



From the kitchens of the American Sheep Producers Council

It isn't the price you pay for food, it's what you do with it after you get it. Lamb Stew is one of the noblest examples. Take lamb stew meat, a modestly-priced item these days, add vegetables and aid from the cook's makeup box—herbs, spices, seasonings, plus a dash of imagination—and what a dish you have!

Choose your ingredients from a tempting array of vegetables to give character and color. So many of them go with lamb, you know—onions, carrots, potatoes, peas, string beans, green peppers, tomatoes, celery, lima beans, corn, even turnips if you like them.

Add personality from your herb garden or your spice and seasoning shelf—rosemary, savory, thyme, marjoram, basil; bay leaves, coarse-grind pepper, curry powder, paprika, poultry seasoning, allspice; whole cloves, peppercorns if tied in a bag for easy removal; chutney, bits of apple or pickle, orange rind.

Then pull them all together with the elusive flavor that wine, consomme, sour cream, monosodium glutamate can give, and—though it may not be in the right group—garlic as powder, or mashed so thoroughly into the salt you need that it loses its substance while adding the touch ordinary stews so often lack.

## BASIC RULES FOR MAKING LAMB STEW

1. Brown cubes of boneless lamb shoulder or of lamb stew meat in a heavy pan, using butter or drippings and the merest sprinkle of sugar to aid in getting a rich golden brown. Do

this over moderate heat and stay with it so there's no scorching. See that all sides get browned.

2. Place in Dutch oven or other cooking pot with a tight-fitting lid. Mix together dry seasonings and flour, using 2 tablespoons flour for each cup of liquid. Stir into the browned meat, coating the lamb pieces. Use low heat and cook a little to get flavor into each piece of lamb.

3. Add liquid—usually 1 to 1½ cups of liquid for each pound of meat. Stir well and cook until it begins to thicken a bit. Add other seasonings.

4. Cover and simmer for about 2 hours. When lamb is not quite tender, add the vegetables and continue to simmer until the lamb and the vegetables are fork-tender. Usually the liquid has cooked down into a gravy that's just right. If you like it thicker, use a flour and water mixture or a bit of cornstarch mixed into a little cold water, as a thickener.

5. Proportions: to serve 4 or 5, use about 2 pounds lamb stew meat or boneless lamb shoulder cut in 1½ inch cubes. This will need about ¼ cup seasoned flour, 2 or more cups liquid, depending on how much gravy you like. You can add more from time to time, though with a tight cover on the kettle, not much cooks away. Too much water thins down the flavor.

## A WONDERFUL LAMB STEW

2 to 3 pounds lamb stew meat or boned shoulder cut for stew  
salt and pepper  
1 medium onion, chopped  
1 coarse stalk celery, diced  
1 carrot, diced fine  
1 clove garlic, minced or mashed

3 tablespoons flour  
1 cup tomatoes, canned or juicy fresh peeled  
1½ cups water or stock made from lamb bones  
1¼ cups red wine (or more stock or water)  
vegetables to add to stew later

## Iowa Contest Rules Vary on Hand Wovens

THE State of Iowa is making plans for its finals, to be held in the fall. They are handling their hand wovens a little differently. "A hand-loomed garment may be entered in the district contest in the same manner as all other garments. If the contestant should be awarded a prize, making her eligible to compete at the regular State finals, she would be eligible for both the regular prizes and the special handloom award at the State. If, on the other hand, she should not win in district finals, she would of course not be eligible for competition for any other prizes at the State contest."

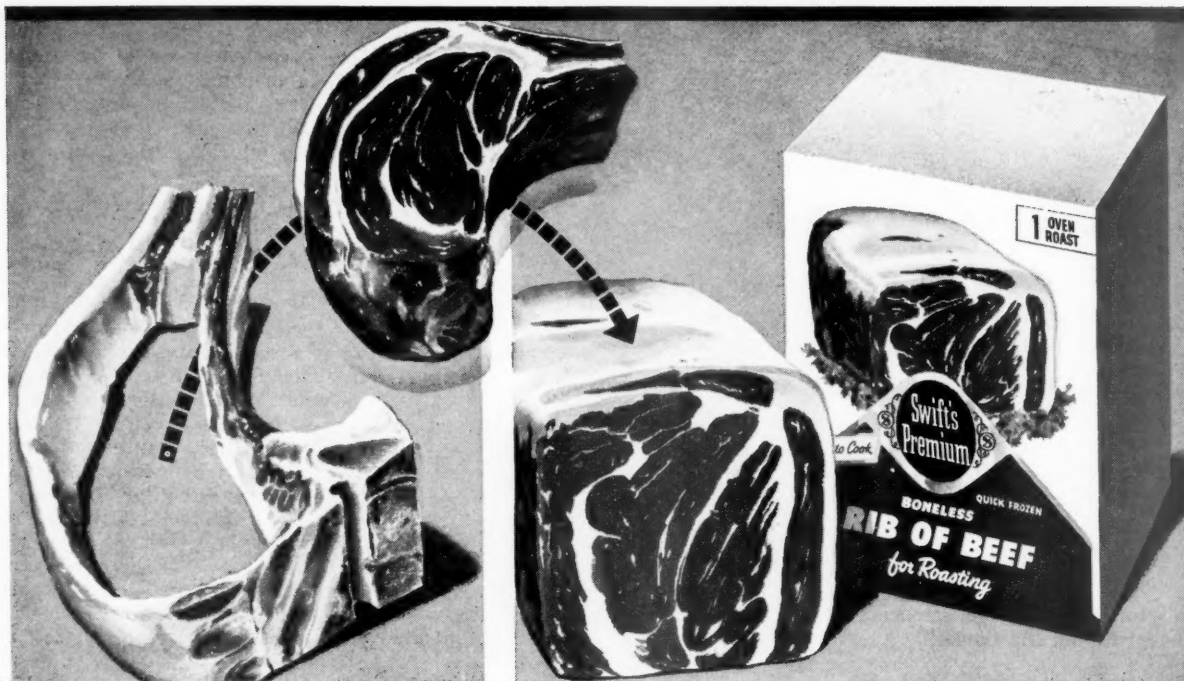
—Mary North

## NEW FASHION INSTITUTES

The New York University has recently built an \$8 million addition to its Fashion Institute of Technology. It offers courses in management, fashion buying, merchandising, and sales for the apparel and allied industries. In the senior year all students have the opportunity to work in industry half of the college semester. This helps to coordinate industrial experience with school instruction and bridges the gap between school and industry. Industry's need for trained personnel has been shown in financial support for the Fashion Institute, aid in developing the program of instruction and cooperation with the college work-study plan.

This information was recently sent the NATIONAL WOOL GROWER by F. E. Ackerman, former president of the Wool Bureau. It is his opinion that the future success of the textile industry and of fiber lies in such institutions as this and the World Fashion Center in New York. The creation of this latter institution was commenced over a year ago by Mayor Wagner. Mr. Ackerman is a member of the committee the Mayor created for the establishment of this fashion center. Its purpose is to stimulate and protect New York's multi-million dollar fashion industries.

Mr. Ackerman has also recently been appointed a member of the advertising and publicity committee of the Naples, Florida Chamber of Commerce and is busy working out promotion brochures there.



**BEFORE:** First step in producing Swift's new tender-FROZEN "meat of tomorrow" is removal of the bone, gristle and excess fat from standard retail cuts of meat such as this rib roast.

**AFTER:** Lean, well-marbled meat—with just enough fat left on to give protection and flavor—gets special aging. Then it's frozen, cartoned and sealed in colorful foil. Result is a uniform, no-waste, easy-to-store product—the kind that means greater demand for meat.

## NEW WAY TO BOOST DEMAND FOR MEAT!

Swift's tender-FROZEN line gives beef, pork, lamb and veal the "new look" consumers like

■ Mrs. Homemaker—your boss and ours—has made it clear that she likes to buy her food in neat, frozen packages. Skyrocketing sales of such frozen products as fruits, vegetables, poultry and many others prove the popularity of easy-to-store, simple-to-serve, no-waste frozen foods.

Why not sell meat the same way? Swift researchers asked the question, then answered it. Now meat in a brand-new form—Swift's Premium tender-FROZEN beef, pork, veal and lamb—has come out of the test stage to help broaden demand for your products in an increasing number of cities from coast to coast.

This exciting new Swift line in-

cludes steaks, roasts, chops and other items—in attractive foil-wrapped packages that are easy to buy and store. With tenderness built in through a special aging process. And with bone (except from lamb chops), excess fat and gristle removed so shoppers get all meat, easier to cook, easier to serve.

For livestock producers, this new way to sell meat is designed to mean important gains. A more attractive product with guaranteed quality can mean increased demand—a better chance for meat to hold its own, and then some, in stores full of easy-to-use packaged foods of all kinds.

In the campaign to whet consumer

appetites for meat, each of us—live-stock raiser and meat packer—has the same goal. And you can count on Swift to be out in front when it comes to boosting demand for meat—your product and ours.



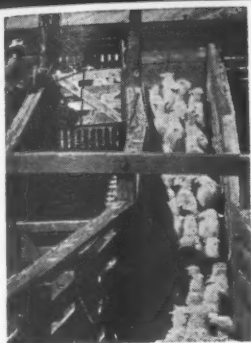
*Tom Glaze*

SWIFT & COMPANY  
AGRICULTURAL RESEARCH  
DEPARTMENT  
UNION STOCK YARDS  
CHICAGO



*To Serve Your Farm  
and Family Better*

The National Wool Grower



## Report: SEPTEMBER LAMB MARKET

# Prices Hold Quite Steady Despite Adverse Factors

October 1, 1957

**P**RICES paid for slaughter lamb offerings in September held surprisingly firm considering these price-depressing factors: (1) receipts were among the largest of the year; and (2) a 10-day labor strike (settled at the end of the month) closed down operations of one of the major packers buying lamb.

The sharpest price dip of the month was noted in third week sales, but at the close of the month prices strengthened considerably to approach early-September highs.

Choice and prime spring slaughter lambs sold from \$19.50 to \$24. The low price was paid on the 24th in Ogden and the high on the 13th in Chicago. Top-quality slaughter lambs bulked at near \$21 during the month.

Good and choice slaughter lambs sold mostly from \$18 to \$20, extremes reaching \$17.50 to \$22.75. Ogden and Fort Worth registered the low price near the 20th and Chicago the high a week earlier.

Wholesale lamb carcass prices displayed surprising strength during the month and reached the month's high in the last week. Choice and prime dressed carcasses in New York sold from \$45 to \$54 in September.

Good and choice carcass prices ranged from \$44 to \$53 in New York.

Sharpest price drop of the month was noted in slaughter ewe sales. Both at Denver and Omaha, prices paid on these offerings declined over 100 percent from a month earlier. Good and choice slaughter ewes sold in a range of from \$2.75 to \$6, the low price paid at Denver and the high at Ogden. Low price at Denver in August was \$5.50. Top-quality ewes sold at Chicago in September from \$4.50 to \$5.50.

Cull and utility slaughter ewes sold from \$1 (Denver) to \$5 (Fort Worth). Price range paid at Denver was from \$1 to \$2.75. Bulk of these slaughter ewes sold around \$3.50.

The brightest price picture of the month was painted by the feeder lambs. Good and choice feeder lamb offerings climbed upwards as the month ended to reach the high of \$20 at Omaha. Prices were firm all during the month.

Offerings closed in the following ranges at the leading markets:

Omaha—\$18 to \$20.  
Denver—\$18.25 to \$19.25.  
Ogden—mostly at \$18.  
Fort Worth—\$15 to \$16.

### COUNTRY SALES AND CONTRACTING

#### COLORADO

Range lamb trading was largely in the clean up stage in Colorado during September. A few loads of feeder lambs reported sold in western Colorado at \$18 to \$18.50.

Earlier in the month killers brought numerous small bands of sorted fat lambs at \$20 to \$20.50. These prices had strengthened considerably over second week's sales of near \$19 for similar offerings.

#### MONTANA

Feeder lamb trade was rather slow and showed a weaker tone during the month. Prices ranged from \$17 to \$18 as September ended. Good demand and activity was noted on breeding ewes, from yearlings to short term. In the Lewiston area 500 head of two-year-olds sold at \$22.50.

#### CALIFORNIA

In late month's sales good to mostly choice fed and clover pastured shorn

slaughter lambs sold from \$19.50 to \$20.50 in northern California. These were mostly with number one pelts and sold with 4 percent shrink. Earlier in the month similar offerings had reached \$21.

Recent sales of several thousand stock ewe lambs from western States and California points were made at \$17.50 to \$21.50 per hundred weight. A string of 2,000 high choice yearling Rambouillet ewes brought \$20.50 per head. These were expected to be 90 percent bred.

### INTERMOUNTAIN AREA

In the Vernal, Utah area 22,000 head of mixed lambs sold early in the month at \$19, about 10,000 to 12,000 head of feeder lambs sold off at \$18.25.

Good and choice spring feeder lambs sold from \$18 to \$18.25, one string of choice blackface lambs in eastern Idaho \$18.50 delivered.

Around 1,400 head of choice ewe lambs sold at \$20 per hundred weight. Earlier, around 35,000 head of mostly good feeder lambs brought \$17 in the Ely, Nevada, area. Some Nevada area lambs sold on replacement account from \$21 to \$21.50 per hundred weight.

### WASHINGTON

Slaughter lamb sales had cleared up during the month, but considerable interest developed on breeding ewes. Feeder lambs sold anywhere from \$17.50 to \$18.25, dropping as the month ended.

An 1,800 head band of Washington ewes, mixed ages, sold at \$17 per head. They were good quality whitefaces. A similar band of four and five-year-old ewes averaged \$14 per head.

### Prices and Slaughter This Year and Last

	1956	1955
Total U. S. Inspected		
Slaughter, First Eight Months.....	9,420,000	9,475,000
Week Ended .....	Sept. 22	Sept. 24
Slaughter at Major Centers .....	264,088	286,440
Chicago Average Lamb Prices (Spring):		
Choice and Prime .....	\$21.70	\$20.35
Good and Choice .....	20.05	18.92
New York Av. Western Dressed Lamb Prices:		
Prime, 45-55 pounds .....	\$47.40	\$44.00
Choice, 45-55 pounds .....	47.40	44.00

### Federally Inspected Slaughter—August

	1956	1955
Cattle .....	1,774,000	1,797,000
Calves .....	691,000	646,000
Hogs .....	4,559,000	4,475,000
Sheep and Lambs .....	1,268,000	1,239,000

## Incentive Level Statement

(Continued from page 8.)

stantially higher. It is the conviction of the industry that the maximum level provided by the Act will be required.

It has been mentioned that drought conditions have caused a serious cut-back in wool production in some areas, yet a similar decline is shown in other wool-producing areas where drought was not the problem. We would point out that this is indicative that drought is just one of the hazards of sheep raising and that the incentive price must be sufficiently high to encourage production in the face of these risks.

Even more important in the requirement for an increase in the incentive price level is the fact that the general cost of production is up and wage costs are up. The United States Department of Agriculture publication "Agricultural Prices" for July 15, 1956, shows that as of that date the index number of prices paid by farmers for commodities and services, interest, taxes and wage rates was 287 compared to 281 for July 15, 1955, indicating a further rise in farm operating costs during the last year. The index of farm wage rates for July 15, 1956, is 535 as compared to 510 for the same date a year ago.

Even these figures, however, do not reflect the whole impact of these in-

creased costs because, as shown in Farm Credit Administration weightings, labor comprises 25 percent of the total costs of sheep raising as compared to the 8 percent weighting given to labor in computation of prices paid for agriculture generally in the United States.

### Marketing Readjustment

The industry recognizes that the program cost more in the first year than had been forecast by the Department. Much of this, however, must be charged to the necessity of readjustment of the method of marketing all domestic wool from a non-recourse loan program to total sale on the open market. And, this had to be accomplished under the handicap of competition with the disposal of the Government stockpile of wool which was a price depressing factor despite all the safeguards employed by Government and industry.

These same factors have also carried over into the first part of the 1956 marketing year.

Another important factor in the first year's cost of the program was that wool shorn between January 1, 1955, and March 31, 1956, was eligible for payment. Thus the figures covered two season's clip in the early shearing areas.

The cost of the extra three months covered will, of course, not be a factor

repeated in the last three years of the program.

The industry wants to be highly complimentary to the Department for its orderly disposal of the stockpile of CCC wools. The limiting of sales in competition with domestic producers by maximum tonnage per month and upset prices based on the market, have, we feel, held the impact of this competition on domestic prices to a minimum.

A program to trade Government-owned wool for Turkish chrome ore has already been approved by the Office of Defense Mobilization. This trade, when completed, is expected to move at least 25 million pounds of grease wool from CCC stockpiles. The Government has been selling about 6 million pounds of stockpiled wool per month into the open market, and there is under consideration a Defense Department call for bids for blankets and fabrics for future needs with the requirement that the supplier use only wool from CCC stocks. It thus seems highly possible that the entire Government stockpile of wool may well be erased early in 1957 before the 1957 marketing year begins.

The elimination of these stocks will definitely firm up prices to the grower and give domestic prices their first chance since the program went into effect to meet on a true level with the price of foreign wool plus duty. This, in turn, will bring higher prices in the market place and will decrease the amount of money required for incentive payments.

Already the market is showing a new firmness indicating a drawing to a close of the readjustment period and reflecting the effect of CCC orderly selling, thus beginning to close the gap between market price and incentive level.

### Promotion Will Help

The industry in turn, financing its own self-help program, is getting under way an advertising and promotion program designed in large part to create demand for wool and to increase the wool income to the sheep producer. The ultimate effect of this promotion will be to give the grower more of his income from the market place and lessen the amount of actual payments necessary under the incentive program. Here again, the Department of Agriculture has done an excellent job for the industry through its cooperation in getting the promotion work of the American Sheep Producers Council under way through the provisions of Section 708 of the National Wool Act.

These foregoing factors all point to the safe conclusion that the returns to the grower from the market place for

## Mexican Wool and Livestock Imports Increase During First Half of 1956

MEXICO imported 6.2 million pounds of raw wool during the January to June, 1956 period. In the comparable period of 1955, they only imported 4.8 million pounds. Total imports for 1956 are expected to be at least 10 percent larger than the 8.9 million pounds imported in 1955. Australia supplies most of Mexico's import requirements of wool.

Wool imports have now become the second highest total value of all agricultural imports entering Mexico. The government has developed a program to increase domestic wool production by the importation of 40,000 Rambouillet breeding stock from the United States. Although these sheep are widely distributed throughout the country, the majority are being located in the traditional wool producing districts of Durango and Chihuahua.

### LIVESTOCK IMPORTS

Mexico's livestock industry has received considerable attention and encouragement from State and Federal

governmental agencies in the form of increased credit, greater agricultural extension activities, in imports of breeding stock and establishment of artificial breeding centers. Emphasis is being placed on greater self-sufficiency in meat, wool and animal fats.

During the first half of 1956 Mexico imported 30,860 sheep, 15,940 goats, 6,600 head of beef cattle for breeding, 5,150 dairy cows and heifers, and 4,990 hogs. All the sheep and goats, nearly all the beef cattle and a large portion of the hogs originated in the United States.

Exports of cattle to the U. S. from January to June were reported at only 46,100 head. Exports were permitted under the 1955 quota until May. Since that time a temporary quota has been set up but has not been officially announced. The small movement to the U. S. reflects the low level of cattle production in northern Mexico and the low prices offered by American buyers.

—USDA

the balance of the program under the Act will be substantially higher than during the first two years. Thus, with the present rate of duty collections on imported wool, there would be sufficient moneys to finance the needed increase in incentive price level.

In addition, in 1955, specific duties on wool and wool manufactures showed a \$4 million increase over collections in 1954, and first quarter collections in 1956 show a 12.5 percent increase over the corresponding quarter in 1955.

The Department's figures show that by the end of the 1955 marketing year there was available for the program \$100,135,000 from 70 percent of the specific duties collected. Department estimates show that a minimum of \$35 million will be added to the fund during the 1956 marketing year.

These estimates, however, are based on the collection rate of the first quarter of 1956, and it is the feeling of the industry that this estimate is unrealistically low. The industry is in fact recovering from a slump which reached its low point in 1954 when specific duties on wool and wool manufactures imports sank to less than \$31 million as compared to a yearly average of \$59,182,000 in the six preceding years.

Certainly, in forecasting at this time the money which will be available for carrying out the balance of the program, a figure at least as high as that provided by the six-year average must be used for the years 1957 and 1958; or \$41 million per year. This means that by December 31, 1958, \$217 million will have been collected and when the collections for the first quarter of 1959, to complete the 1958 marketing year, have been added, there will be a grand total of \$227 million available.

Department estimates of moneys required for the first two years of payment—during the expensive period of readjustment, CCC competition, and one 15-month year—will total \$115,600,000. During the last two years of the Act—with the program already in operation, growers understanding how it works, CCC wools disposed of, market conditions firmer and improved, and the promotion program in full swing—there will be at least \$111,400,000.

### Fund Sufficient

It is therefore the industry's belief that those funds will be more than sufficient to finance the program at the maximum incentive level. For this reason we believe that the Department's decision on the incentive level for 1957 must be made solely upon the need for increased production as set forth in Section 702 of the Act.

It is the belief of the industry that it

was not the intent of the Department nor of Congress to limit the effectiveness of the program designed to reach the stated goal of 300 million pounds of shorn wool per year, through appropriating 70 percent of the specific duties collected on wool and wool manufactures. Instead, it was done in the belief that it would provide sufficient funds for the operation of the program at the maximum incentive level.

The industry is certain that if it should become necessary in order to reach the wool production goal decided as essential to the national security and general economic welfare, the Congress would willingly provide whatever supplemental funds are required.

While we believe that the funds provided in the Act will be sufficient, the industry would unhesitatingly go before the Congress for any additional moneys which might be needed if use of maximum incentive price levels should deplete available funds.

IT IS THEREFORE THE RECOMMENDATION OF THE INDUSTRY THAT THE INCENTIVE PRICE FOR THE 1957 CLIP YEAR BE ESTABLISHED AT 67.5 CENTS PER POUND AS THE MAXIMUM INCENTIVE LEVEL AUTHORIZED BY THE NATIONAL WOOL ACT OF 1954, AND THAT THE ANNOUNCEMENT OF THIS LEVEL BE MADE PRIOR TO OCTOBER 1, 1956.

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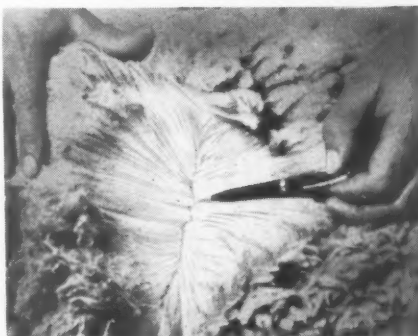
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## Dr. Wilson's Article Receives Acclaim

**D**R. J. F. Wilson's article on "How to Cash in on the National Wool Act," that appeared in the August issue of the NATIONAL WOOL GROWER has received wide acclaim. Reference to it has been made in many recent publications. Most interesting, too, is the fact that the Wool Associates of the New York Cotton Exchange, Inc., made it the subject of an open-letter to wool men handling domestic wools in their Weekly Wool Trade Report of August 22. They said:

"J. F. Wilson's article in the August issue of the NATIONAL WOOL GROWER entitled 'How to Cash in on the National Wool Act,' should be most interesting to all segments of the wool industry. Mr. Wilson brings out very clearly the advantages to the sheepman of the need to improve the breeding of their sheep, not only for evenness in grade, but for staple, and in doing this, gaining in weight per fleece without a penalty in shrinkage.

For years many of those interested in maintaining production of domestic wool have felt that the Government, through its various Departments, might have accomplished more for the good of the industry by spending the money at the foundation, i.e. putting their efforts into bringing to the growers the need of improved breeding by selection of ewes that should be kept. Also, selection of rams; the proper preparation of the fleece after shearing; the need of allowing more of Government lands that have been taken over for monuments or parks to be opened for limited grazing.

Every effort should be made not only to increase the sheep population of this country, but at the same time, improve the clip by breeding and preparation. On the question of breeding there are, naturally, many angles the sheepman has to consider—

many are apt to put the size of lambs first and wool second. If wool is considered first, there are still decisions to be made, for example—what grade of wool is the goal? With the swing to pastels in fabrics comes the need to have the wool as free from black fibers as possible, which would be another help in competing with synthetic fibers which, of course, can be used in the lightest of shades. The first step to accomplish this latter goal is the elimination of the black 'counters' in the flocks."

## Incentive Payments Made on Ewe Lambs

**T**HE original producer who sells ewe lambs that have never been shorn will be eligible for a payment if the lambs are sold for replacement purposes just the same as he is eligible for a payment if they go for feeding or for slaughter. The purpose for which the unshorn lambs are purchased is not a factor under this year's program. The original producer will get a payment on the weight of the lambs he produced and sold.

The sheepman who buys unshorn ewe lambs for replacement will get a shorn wool payment for the full quantity of wool he shears and sells, less the lamb payment on the weight of the lambs purchased. Since the lamb payment, for easy figuring, allows 4 pounds of shorn wool per hundredweight of live lamb, the sheepman who buys unshorn ewe lambs averaging 80 pounds and later shears and sells an average of 10 pounds of wool from them will thus be paid for 6.8 pounds of wool (10 less 3.2) and the original producer will be paid for 3.2 pounds (80 pounds x 4 pounds per hundredweight).

## CCC Tops, Pulled Wools Sold Out

**C**OMMODITY Stabilization Service sold its September quota of wools the first three weeks of the month. The sales cleaned up all CCC tops and pulled wools, both greasy and scoured, leaving on hand, September 20th, 90,103,000 pounds of shorn grease wool.

The recent strengthening of the market is indicated in the price advances during the September sales.

On September 6th, 1,782,000 pounds were sold. Bids were made on 5,983,000 pounds.

DESCRIPTION	Sales Price Range (clean basis) (Before discounts, if any)
Graded Territory	
Fine-Staple and Good French	1.35 -1.3621
Fine-Ave. and Good French	1.27 -1.311
½ Blood-Staple and Gd. Fr.	1.261 -1.291
¾ Blood-Staple and Gd. Fr.	1.161 -1.171
¾ Bl.-St. and Gd. Fr. 48/50s.	1.05 -1.06

### Original Bag Territory

Good French and Staple	1.28 -1.281
Average and Good French	1.18

Approximately 2,512,000 pounds were sold the second week. Bids were made on 10,430,000 pounds.

DESCRIPTION	Sales Price Range (clean basis) (Before discounts, if any)
Graded Territory	
Fine-Staple and Good French	1.38 -1.4012
Fine-Ave. and Good French	1.30 -1.3212
½ Blood-Staple and Gd. Fr.	1.271 -1.31125
¾ Blood-Staple and Gd. Fr.	1.16 -1.191
¾ Bl.-St. and Gd. Fr. 48/50s.	1.06 -1.065

### Original Bag Territory

Good French and Staple	1.30 -1.345
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### Original Bag Texas

Good French and Staple	1.41 -1.431
Average and Good French	1.37 -1.3712

The week of September 20 approximately 1,931,000 were sold. Bids were received on 12,439,000 pounds.

DESCRIPTION	Sales Price Range (clean basis) (Before discounts, if any)
Graded Territory	
Fine-Staple and Good French	1.43 -1.46
Fine-Ave. and Good French	1.336 -1.35
½ Blood-Staple and Gd. Fr.	1.286 -1.305
¾ Blood-Staple and Gd. Fr.	1.1775 -1.20
¾ Bl.-St. and Gd. Fr. 48/50s.	1.068 -1.071

### Original Bag Territory

Good French and Staple	1.32 -1.37
Average and Good French	1.24 -1.31

### Original Bag Texas

Good French and Staple	1.46 -1.47
Average and Good French	1.42 -1.433

## PUREBRED SUFFOLK & COLUMBIA BRED EWE SALE

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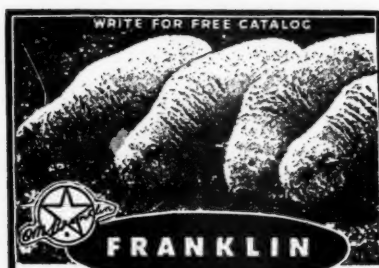


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# Around the Range Country



Around the Range Country gives our readers a chance to express their opinions about anything pertaining to the industry or about life in general. In offering this space for free expression of thought, the National Wool Grower assumes no responsibility for any statement made. The statements about range pasture conditions are taken from the U. S. Weather Bureau report for the week ending September 17, 1956.

## PASTURES

Pastures continued in mostly good condition for the season in the Pacific States, the Canadian Border States, and from Ohio, West Virginia, and eastern Kentucky northward and in a few localities of the Southeast; but declined elsewhere, particularly in the southern half of the country where virtually no rain fell.

From Nebraska to Texas and also to some extent in Colorado and New Mexico livestock herds were being reduced as present pastures remain poor and fall and winter pasture prospects grow dimmer. Water shortages are causing additional problems in parts of Colorado and Oklahoma. All counties of Texas, except 9 in the southern High Plains and 30 in the Southeast are now included as drought disaster areas. Also in Arkansas cattle are losing weight, milk production is down, and heavy marketing was reported. Heat caused a rapid decline in Missouri and in the northwestern portion of the State where pastures are already gone, farmers are feeding hay. Rain is urgently needed in Louisiana and Mississippi.

## ARIZONA

Temperatures above normal all week throughout State. Week dry, except few widely scattered showers in mountains of south, central, and east. Ranges continue dry and much in need of moisture over State.

## CALIFORNIA

Temperatures averaged near normal on north and central coasts, much below normal in Great Valley, and much above normal in southern California. No precipitation, except on extreme north coast. Average high forest fire danger in northern three-fourths of State and well-above average in south. In upper Sacramento Valley, continued harvesting of sugar beets, almonds, prunes, watermelons, Ladino clover seed, and alfalfa; pastures still producing well and supporting fairly heavy amount of cattle. In lower Sacramento Valley cool weather early in week favorable for harvesting alfalfa and seed of clover and Sudan grass.

Pleasant Grove, Sutter County  
September 14, 1956

About 90 percent of the fat lambs have been marketed in this area. Most lambs are sold here in May, June and July.

If we get enough rain to start new feed growing, conditions on the fall and winter range should be good. It has

been very warm here since the first of September.

Forage was just about average this summer. A wet winter last year and late spring rains helped the summer ranges.

Fine-wooled yearling ewes have sold here at \$24. Some whitefaced crossbred yearling ewes have brought \$21.

—Roy E. Richmond

## COLORADO

Temperatures well above seasonal normals. Very dry again this week; only a few sparse sprinkles in mountain areas and northeast. Drought very noticeable in dry and short pastures and meadows. Some ranchers on western range shipping beef, due to shortage of pasture and water.

Slater, Moffat County  
September 14, 1956

Nearly all the lambs in this area were contracted this year for \$18 to \$19 per hundredweight, September delivery. These lambs will run 60 to 70 percent fats. Everyone here seemed to favor contracting because the central market fluctuates so extremely when a run does come in.

Lambs in our area are mostly black-faced May lambs, weighing off trucks at the railroad at 85 to 90 pounds for fats and 70 to 75 pounds for feeders. The price we received for our lambs isn't hardly enough for profit in the business, but in Denver they fluctuate the market by \$1 to \$2 jumps per day and most growers prefer to contract.

It has been dry and warm here since the first of September, and feed has dried up a lot. Outlook for fall and winter feed is fair. We have good summer ranges, and feed this year was about as good as a year ago. About half of our land is in a drought area. So far no drought aid has been declared for winter areas.

Yearling ewes have sold there at \$22.50 for fine-wooled and \$22 for whitefaced crossbreds.

—George Salisbury, Jr.

## IDAHO

Average temperatures higher than preceding week in all sections and no frost reported. Showers Monday through Wednesday.

The National Wool Grower

day, mainly in south-central and east with totals generally light to moderate. Warm, dry daytime weather and cool nights latter half of week continued to beginning of next week. Grain harvest completed, except for a few late areas in north and east. A few potatoes being dug in east. Fall seeding in full swing in north-central but delayed because of dry soil in southeast, where ranges also very dry.

#### Georgetown, Bear Lake County September 26, 1956

We've had no storms since the 20th of June. It has been dry with some freezing temperatures during September, and the outlook for fall and winter range feed is very poor. We are not in a designated drought area, but the country looks as if we were.

About 80 percent of our feeder lambs have been contracted. Only about 20 percent of the crop were sold as fat lambs. Some yearling ewes have been sold recently at \$21 to \$22 a head.

—Johnson Bros.

#### Tensed, Benewah County September 20, 1956

Conditions are about average here. The sheep are now on pea and wheat stubble. Dry weather the past while has dried out the feed.

About 75 percent of the fat lambs have been marketed in this area, but just a few of the feeders have gone. Fat lambs have contracted at 18½ cents and feeders at 16 cents.

—Antonine Jarajuria

#### MONTANA

Warm. Light to locally moderate showers first four days. Soil moisture for seeding winter wheat generally adequate, although short in some areas of west and south. Winter wheat seeding about 41 percent done, with good germination and growth in early seeded areas. Harvest of spring wheat completed in east and central, but delayed in west due to cool, damp weather. Flax harvest about three-fourths done. Pen feeding of livestock.

#### Helena, Lewis and Clark County September 14, 1956

Range feed is dried out here. It has been warm and dry since the first of September. Fall and winter ranges are in poor condition.

Our summer feed this year was worse than a year ago. We had only three inches of rain all summer.

Feeder lambs have been contracted at \$17.25, fine-wooled ewe lambs at \$18 to \$19.25 and mixed lots at \$16.50 to \$17.50.

Both fine-wooled and whitefaced crossbred yearling ewes were contracted in the spring at \$21.50.

—Amos Thompson

#### Martinsdale, Meagher County September 20, 1956

Fall and winter range feed will be

average here for the western half of the State. The eastern half of Montana is having a drought. It has been dry here, and water is getting short.

An early spring and dry summer made conditions on the summer range below average this year.

About 80 percent of the feeder lambs have been contracted here at from 17 to 18 cents. Fine-wooled ewe lambs have gone at 18 to 20 cents, and whitefaced crossbred ewe lambs at 18 to 19 cents. Mixed lots have brought 17 cents.

A few yearling ewes have sold here at 21 cents for fine-wools and 20 to 21 cents for whitefaced crossbreds.

There have been no wool transactions here since July. We (the Bair Company) sold our wool at 52¾ cents in the grease—believe this is the highest sale for the State.

I believe more ewe lambs would be kept but short ranges, following a hard winter, forces more on the market. Last winter we fed six months minus four days.

—Bair Company

Dave Lamb, Manager

#### NEVADA

Temperatures averaged much above normal. Few local thundershowers 10th through 12th; precipitation very light. Generally fair weather last of week.

#### NEW MEXICO

Daytime temperatures unusually high all week. No precipitation during week. Warm weather maturing crops rapidly. Considerable winter grain planted and some fields up to fair stands. Lack of moisture stopped seeding and is retarding growth and germination. Ranges very dry. Winter grazing prospects over most of State very poor. Considerable supplemental feeding of livestock necessary. Some marketing of cattle with increased selling in prospect as limited range forage is depleted.

#### Tierra Amarilla, Rio Arriba County September 18, 1956

We haven't had any rain this summer, and the country is burned up. It is worse here than it was a year ago. The drought program in this area is not operating very satisfactorily.

About 40 percent of the feeder lambs have been contracted in this area at 17 cents a pound.

—Carlos Manzaneros

#### OREGON

Weather excellent for all harvest operations, but forest fire danger high except moderate in northwest. Columbia Basin grain seeding continues. High northeast valleys grain harvest about three fourths completed. Pastures above average for season despite dryness. In Willamette Valley pastures and meadows greening up well after rains.

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**Junction City, Lane County**  
September 14, 1956

We have had a nice rain and are having beautiful fall weather. The sheep are all doing well. We are very pleased with the second high Suffolk ram we bought from Allan Jenkins at the National.

—Walter P. Hubbard

**Roseburg, Douglas County**  
September 17, 1956

Very few, if any, feeder lambs have been contracted in this section. Almost all fat lambs are gone from here.

Lack of early fall rains may give us short winter feed. It has been mostly dry here of late. Summer ranges were about normal this year.

—Donald B. Harmon

**SOUTH DAKOTA**

Dry and warm early in week with parching winds especially on western ranges. Thundershowers in most areas Tuesday and Wednesday. Tornadoes near Onida and Eagle Butte damaged farm buildings over areas. Rain exceeded  $\frac{1}{2}$  inch in northeast, least in southeast where some sections report no rain this month. Corn continued maturing; silo filling full progress. 1956 corn crop indicated at 21 percent above a year ago and one percent below 1945-54 average. Seeding winter wheat and rye wheat progressed under dry conditions; three-fifths of winter wheat and two-thirds of rye seeded; moisture needed for germination and growth. Ranges and pastures generally in fair condition. Livestock in good condition. Marketings about normal.

**Edgemont, Fall River County**  
September 14, 1956

Some returns have been received here on earlier consigned wool netting 45 cents.

Quite a few ewe lambs are being carried over for replacement purposes. Whitefaced crossbred yearling ewes have sold at about \$21 per head.

Some wether lambs contracted here since September 1st at  $17\frac{1}{2}$  cents. Growers are holding ewe lambs for a higher price. Asking price for fine-wooled ewe lambs is 18 cents or better. About 25 percent of the feeder lambs have been contracted in this area. Very few fat lambs are sold here.

Range conditions are excellent with ample hay for feed purposes. The weather has been mild and dry since the first of September. Summer range forage was better than a year ago. Good fall and winter moisture helped a lot.

—Thomas L. Seppala

**Newell, Butte County**  
September 19, 1956

I believe hay is the scarcest item in this area. We always have plenty, but there have been a lot of buyers around.

Fall and winter ranges will be fair.

We had a good rain a week ago at our place. Summer ranges weren't as good this year as a year ago. We have had our pasture divided so we can irrigate most of it and then rotate.

About 90 percent of the feeder lambs in this area have been contracted at from \$16.50 to \$18. About 5 percent fat lambs in this area have been sold. The present fat lamb price is \$18.50.

Fine-wooled ewe lambs have brought \$19.50 and crossbred (whitefaced) ewes \$19. Mixed lots have been contracted at \$17 to \$18.

Fine-wooled yearling ewes have sold here at \$21.50. Whitefaced yearling ewes have sold at about \$20.

—Floyd V. Riggs

**TEXAS**

Temperatures averaged from near normal to several degrees above. Precipitation extremely spotty in light showers along lower coast and lower Rio Grande Valley. Cotton harvest active over wide area. Wheat and other small grain seeding about stopped until moisture received. Wheat up in northern Panhandle needs rain. Most corn harvested, except in irrigated high plains. All feed crops and hay yields low. Heavy move-

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Less Dead Lambs

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THE AMERICAN SUFFOLK SHEEP SOCIETY  
C. W. Hickman, Secretary-Treasurer  
MOSCOW, IDAHO



ment of cattle and sheep continued in all sections. Early September showers helped some areas, but much more rain needed to make winter grazing.

**Del Rio, Val Verde County**  
September 19, 1956

Range conditions here are very acute. The range becomes continually worse. The drought program hasn't helped—it has only made feed costs higher.

All the feeder lambs in this area have been contracted.

There have been a few yearling ewe sales. Some fine-wooled yearling ewes sold at from \$12 to \$14 per head.

Prices are ranging from 48 to 55 cents on fall shorn wools.

Some ranchers have sold out here. Most are too heavily in debt to sell.

—Horace K. Fawcett

**Novice, Coleman County**  
September 17, 1956

I have been in the livestock business for over 50 years, but this is the worst conditions have been. I have sold all my sheep due to the dry weather.

There is just no feed here. It has been very dry. Yes, we are in a drought area.

—O. B. Featherston

**Sonora, Sutton County**  
September 15, 1956

Ranchers here need more help on the feed program. The drought program is working fairly well, but we need more off on feed prices, or better still, let the Government sell feed direct as they did before. FHA loans must be made more liberal. Railroads could help by hauling hay at half price.

Hay is scarce and prices are too high. We will be forced to haul hay from California and Nevada within 15 days. This cost will be prohibitive unless we get help on freight.

If foundation stock is to be maintained, we must have help—more than we're getting.

Fine-wooled yearling ewes have sold here at \$10.

—Herbert Fields

**Voss, Coleman County**  
September 15, 1956

The outlook for fall and winter range feed is very poor. September has been hot and clear and feed has deteriorated. The drought program is working all right on grain, but not on hay.

Practically all of the fat lambs have been sold here and most of the feeders contracted.

There has been a stronger demand for wool lately, but there's not much left. Recently some 12-months' wool sold from 40 to 55 cents a pound and some short wool from lambs at 40 cents.

(Continued on page 44.)

# Breeders Directory

(Order your listing through the National Wool Growers Association Company, 414 Crandall Building, Salt Lake City 1, Utah)

## COLUMBIAS

BARTON, ALDEN K.  
Manti, Utah  
BRADFORD, MARK  
Spanish Fork, Utah  
ELKINGTON BROS.  
Idaho Falls, Idaho  
HANSEN, WYNN S.  
Collinston, Utah  
HANSON, MARK B.  
Spanish Fork, Utah  
HOWEY, VERN  
Center, Colorado  
LIND & SONS, ELMER  
Vernal, Utah  
MARKLEY & SON, J. P.  
Laramie, Wyoming, Rex Rte. 1  
MARQUISS, DON & R. B.  
Gillette, Wyoming  
MT. HAGGIN LIVESTOCK CO.  
Anaconda, Montana  
NORDAN, L. A.  
711 Ranch, Boerne, Texas  
PFISTER, JOSEPH  
Node, Wyoming  
SHOWN, R. J. (BOB)  
Monte Vista, Colorado  
THOMAS, PETE  
Malad, Idaho  
YOUNG, CY  
St. Anthony, Idaho

## CROSSBREDS

CUNNINGHAM SHEEP CO.  
Pendleton, Oregon  
THE PAULY RANCH  
Deer Lodge, Montana

## DEBOUILLET

PRICE, FOSTER S.  
P. O. Box 747  
Sterling City, Texas

## HAMPSHIRE

BROADMEAD FARMS  
Amity, Oregon  
ELKINGTON BROS.  
Idaho Falls, Idaho  
HUBBARD, WALTER P.  
Junction City, Oregon

JACOBS & SONS, CHAS. F.  
Box 19, Montrose, Colorado  
MT. HAGGIN LIVESTOCK CO.  
Anaconda, Montana  
OLSEN BROS.  
Spanish Fork, Utah  
POOLES' MAGIC VALLEY  
HAMPSHIRE  
Rte. 3, Jerome, Idaho  
ROCK AND SON, P. J.  
Drumheller, Alta., Canada  
TEDMON LIVESTOCK  
Rte. 3, Ft. Collins, Colorado

## PANAMAS

HORN, JOSEPH  
Rupert, Idaho  
LAIDLAW, FRED M.  
Muldoon, Idaho  
MEULEMAN & SONS, HARRY  
Rupert, Idaho, Rte. 1  
RICKS BROS.  
Rte. 1, Idaho Falls, Idaho

## RAMBOUILLETS

BAGLEY, VOYLE  
Aurora, Utah  
BEAL & SONS, GEORGE L.  
Ephraim, Utah  
BEAL, DR. JOHN H.  
Cedar City, Utah  
CHRISTENSEN & SONS, F. R.  
Ephraim, Utah  
CHRISTENSEN & SONS, S. E.  
Ephraim, Utah  
CUNNINGHAM SHEEP CO.  
Pendleton, Oregon  
DAVIS, LLOYD  
Brigham City, Utah  
HANSEN, WYNN S.  
Collinston, Utah  
IRWIN, MR. & MRS. CHARLES  
Buena Vista, Colorado  
JENSEN, HAROLD & SON  
Ephraim, Utah  
KELSTROM RANCH  
Freda, North Dakota  
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FARM, INC.  
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NIELSON SHEEP CO.  
Ephraim, Utah

OLSEN, CLIFFORD  
Ephraim, Utah  
PFISTER & SONS, THOS.  
Node, Wyoming

## ROMELDALES

SPENCER, A. T.  
Rte. 1, Box 12  
Wilton, Sacramento Co., Calif.

## SUFFOLKS

BECKER, M. W.  
Rupert, Idaho  
BURTON, T. B.  
Cambridge, Idaho  
CURRY, S. E.  
Plainview, Texas  
FULLMER BROS.  
Star Route, Menan, Idaho  
GRENVILLE & TRENTHAM  
Morrin, Alta., Canada  
HUBBARD, WALTER P.  
Junction City, Oregon  
JENKINS, ALLAN  
Newton, Utah  
LAIDLAW, FRED M.  
Muldoon, Idaho  
MAYFIELD, CHAS. W.  
Riverdale Farms, Sherman, Ill.  
MOON, MYRTHE N.  
Springville, Utah  
OLSEN BROS.  
Spanish Fork, Utah  
PEMBROOK, RALPH  
Big Lake, Texas  
ROCK AND SON, P. J.  
Drumheller, Alta., Canada  
VASSAR, ERVIN E.  
Dixon, California  
WANKIER, FARRELL T.  
Levan, Utah

## TARGHEES

HUGHES LIVESTOCK CO., INC.  
Stanford, Montana  
MT. HAGGIN LIVESTOCK CO.  
Anaconda, Montana  
SIEBEN LIVESTOCK CO.  
Helena, Montana

## RANGE COUNTRY

(Continued from page 42.)

There's been some contracting of fall shorn wool.

The outlook for the sheep business in this locality can change very rapidly. At this time of year we have a good variety of winter weeds and grasses and if we could get plenty of rain over the entire Southwest, the price of stocker sheep would rise 100 percent in 60 days.

—A. O. Feeler

### UTAH

Temperatures averaged much above normal. Few local thundershowers 10th through 12th; precipitation very light. Strong southerly winds caused some blowing dust in southwestern Utah 11th and 12th. Generally fair weather last of week. In Utah movement of cattle from elevation summer ranges under way in some areas due to feed shortage and drought. Pastures holding up well in northern Utah, but in poor condition in south.

American Fork, Utah County  
September 13, 1956

The feed outlook isn't too good in this

OCTOBER	NOVEMBER	DECEMBER
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
1957	JANUARY	FEBRUARY
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### SHEEPMEN'S CALENDAR

#### National Association Events

January 21-24, 1957: 92nd annual meeting. NWGA, Las Vegas, Nevada.

#### Conventions and Meetings

November 8-10: Oregon Wool Growers' Convention, Portland, Oregon.  
November 10: California Association's Board of Directors' Meeting, San Francisco.  
November 11-13: Idaho Wool Growers' Convention, Pocatello, Idaho.  
November 11-13: Washington Wool Growers' Convention, Yakima, Washington.  
November 14-16: National Lamb Feeders' Convention, St. Joseph, Missouri.  
November 23-24: Western South Dakota Sheep Growers' Convention, Belle Fourche, South Dakota.  
November 27-29: Wyoming Wool Growers' Convention, Buffalo, Wyoming.  
December 3-5: Texas Sheep and Goat Raisers' Convention, San Angelo, Texas.  
December 5-7: Montana Wool Growers Convention, Billings, Montana.  
January 7-9, 1957: American National Cattlemen's Convention, Phoenix, Arizona.  
JANUARY 21-24, 1957: NATIONAL WOOL GROWERS' CONVENTION, LAS VEGAS, NEVADA.

#### Sales

October 11: Utah State Ram Sale, Spanish Fork, Utah.

#### Shows

October 20-27: Pacific International Livestock Exposition, Portland, Oregon.  
October 20-27: American Royal Livestock Show, Kansas City, Missouri.  
October 26-27: Columbia Sheep Show and Sale, Kenton, Ohio.  
November 2-11: Grand National Livestock Exposition, Cow Palace, San Francisco.  
November 16-21: Golden Spike Livestock Show, Ogden, Utah.  
January 11-19, 1957: National Western Stock Show, Denver, Colorado.

area. Some areas of the State had good storms earlier, but the summer drought has stopped most feed growth. In most areas it is extremely dry at this time.

It has been dry here for quite a while and fall feed is at a minimum. Summer feed was as plentiful as ever this year, but a continued dry spell caused it to go quicker than ever.

Most contract prices on lambs have been from \$18.25 to \$19. Some sheepmen in this area have sold on the market for the following prices: \$20 to \$22.60 for fat lambs; \$18 to \$18.50 for feeder lambs; \$21 for fine-wooled ewe lambs; \$20 for crossbred whitefaced ewe lambs; and \$18.50 to \$21.50 for mixed lots. Most lambs in this area have been contracted on a straight price basis.

A sheep buyer told me last week that yearling ewes were selling from \$23 to \$24, with a few sales being reported throughout the area. These would be whitefaced crossbred ewes.

One sheepman sold his wool last week for 46 cents on the Boston market. Another man reported his wool sold at 44 cents in Salt Lake City.

The summer season for most sheep in this area has been good considering the lack of moisture we've had. The lambs are running a few pounds lighter than last year, and the prospects from here on aren't too good. Nothing less than a good storm will help much now, although prices are better, and this has made us feel better.

—Kenneth Beck

Ephraim, Sanpete County  
September 17, 1956

Approximately 90 percent of the lambs have been contracted in this area. No fat lambs have been marketed as yet. Contract prices on fat lambs have been from \$18 to \$18.25; feeder lambs from \$17.50 to \$18.25; and fine-wooled ewe lambs from \$19 to \$21; mixed lots from \$17.50 to \$18.

It is very dry here, and rain is vitally needed. Sheep are coming off the mountains earlier than usual.

Forage on the summer range was better this year. We got rains when we needed them. However, we are in a fall drought area. The drought program is working satisfactorily.

—George L. Beal and Sons

### WASHINGTON

Average temperatures near normal in west, slightly above in east. Rain general over west and east slopes of Cascades on 9th and 11th. Eastern edge of measurable rainfall only extended a short distance beyond Ellensburg, Wenatchee, and Yakima. Dry over remainder of east. Seeding wheat in northern and eastern winter wheat area where sufficient subsoil moisture available. Seeding not expected to begin until more moisture is available in some localities.

### WYOMING

Warm days and cool nights with average temperatures above normal. No precipitation, except scattered showers near middle of week; beneficial amounts in local areas of northeast. Beets and winter grain good. Livestock good, but ranges dry.

Hillsdale, Laramie County  
September 23, 1956

Outlook for feed on fall and winter ranges is very good. Dry weather since the first of September has cured the feed well. Plenty of moisture this year gave us better summer ranges than we had a year ago.

About 70 percent of the fat lambs in this area have been marketed at around \$20. All of the feeder lambs have been contracted.

—Lester W. Whitehead

Thayne, Lincoln County  
September 14, 1956

Let's not stop work against predators. We have the fewest predators and the most game here we've ever had.

Feed is very short and dry. We've had no rain since June. The first part of the season, the feed was the best it had been in 20 years. Now it is in very poor condition. Moisture in the spring was very good, but it was followed by this long dry spell. Since the first of September we've had dry and frosty weather.

Some fat lambs have been contracted here since the first of September at \$18.25. About 25 percent of the feeder lambs have been contracted in this area.

—C. W. Jasperson

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